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PRODUCER

IN THIS ISSUE:

WISDOM OF WOMAN

MOTHER MADDIX

• WORST STORM

• AUCTION SELLING

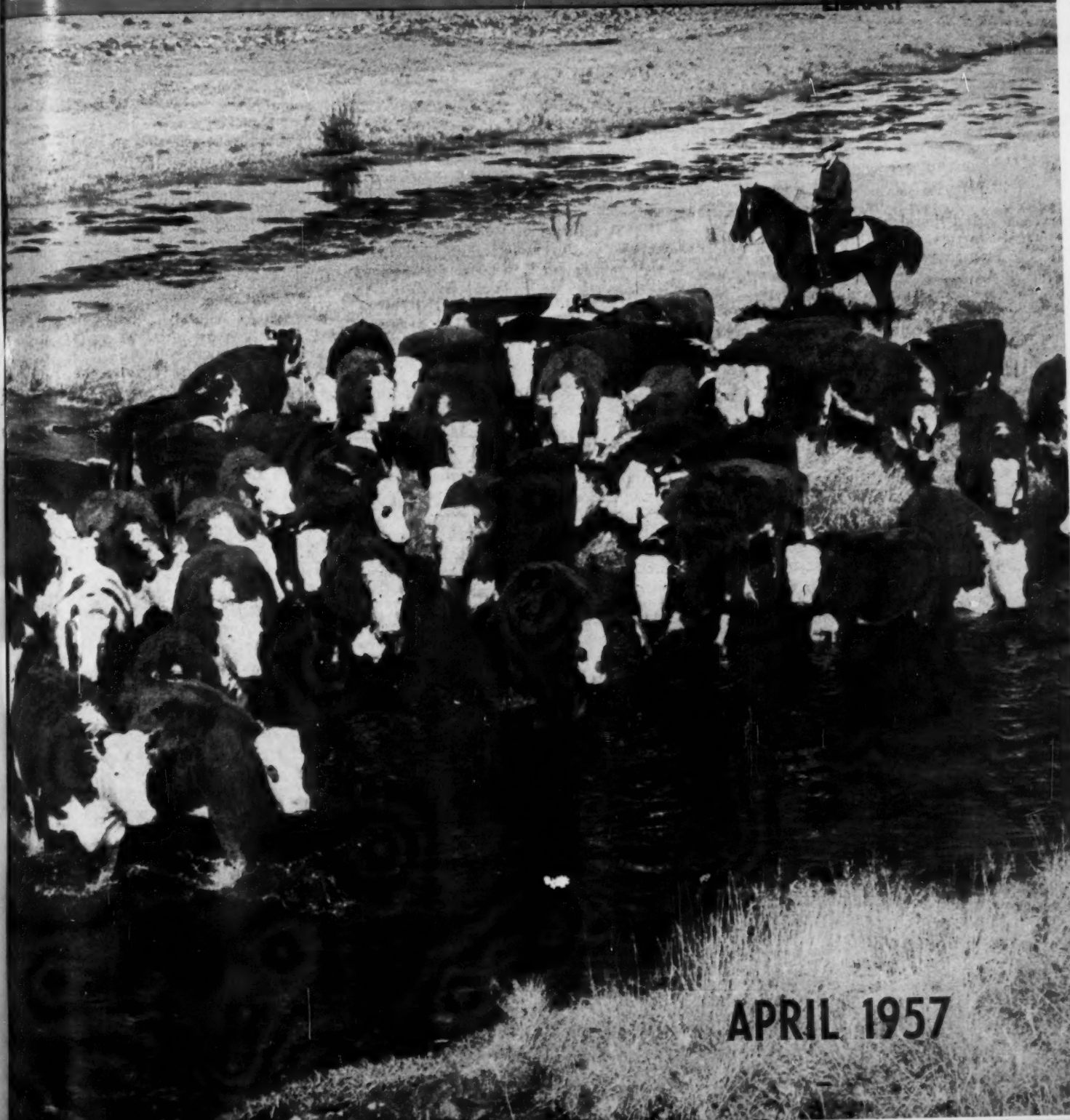
• SPANISH HERDS

# CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

APR 15 1957

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Would you like to know the best time to sell your stockers, feeders, or fed cattle? "When to Sell & Buy" . . . just one of the package supplements in Doane's Agricultural Digest . . . may give you the answer. The Digest supplies you with one of the most accurate and reliable forecasting services anywhere in the country.

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**Cattlemen agree: Doane's accurate market forecasts are weeks ahead of price changes**

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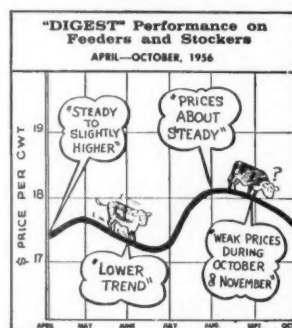
The Doane Agricultural Digest . . . long termed the "Rancher's Bible" . . . will supply you with this information: Twice a month, Doane sends its subscribers a complete and **confidential** analysis of future markets into the West. These accurate, reliable forecasts have enabled many Western & Ranch edition subscribers to build barns, sheds and houses with the "extra" money they made by following Doane predictions.

The Doane Digest analyzes and interprets economic trends affecting farmers and ranchers. It gives **specific** information on where the biggest profits are to be made. And, to keep you abreast of the times, the Digest summarizes governmental farm dealings in an easy-to-read, fully informative manner.

**DOANE**

**AGRICULTURAL DIGEST**

Published by Doane Agricultural Service, Inc.



### DOANE PREDICTED . . . THEN IT HAPPENED

"Digest" Performance in Feeders and Stockers in 1956 First-of-month prices on all stockers and feeders 500 lbs. and up at Denver.

April 1 . . . "Steady to slightly higher . . . complete sales in Intermountain and Plains areas by May 1 . . . Heavy movement of calves and yearlings this fall."

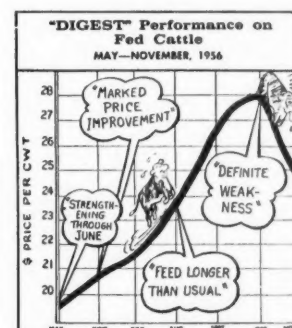
June 1 . . . "Lower trend all classes."

Aug. 1 . . . "Prices will hold about steady through most of August . . . Improved fed-cattle market, better outlook for Midwest corn crop will bring back feeder cattle prices."

Sept. 1 . . . "Lower price trend to begin within next 30 days . . . Complete sales of replacement yearlings and calves next 15 days . . . Weak prices during October and November."

"I think that anyone who wants to be a successful farmer should subscribe to Doane's. Since I received my Digest I have referred to it several times weekly in carrying out my farming and ranching operations. It has been a great help to me in deciding what to buy . . . when to buy."

—Alton O. Berry  
Route 5  
Gonzales, Texas



### DOANE PREDICTED . . . THEN IT HAPPENED

"Digest" Performance on Fed Cattle in 1956 First-of-month prices on 900-1150 lb. steers at Denver.

May 1 . . . "Irregular prices most of May, strengthening through June."

June 1 . . . "Marked price improvement . . . a jump of \$1 to \$1.50 in next 45 days may be expected. Expect Choice and Prime Grades to be up from now into October."

Aug. 1 . . . "Feed 10 days to 2 weeks longer than usual . . . Good fleshy steers laid in at \$16.00-\$17.50 for early finish will make money."

Oct. 1 . . . "Definite weakness sometime in November on Good and Low Choice . . ."

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AMERICAN CATTLE PRODUCER



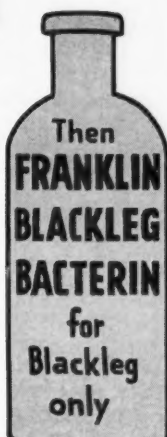


# FRANKLIN

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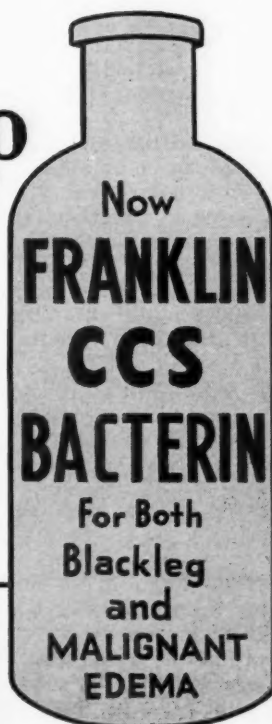


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Bought Fifteen Years Ago.

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an Average Calf Pays for **500**  
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## Letters To THE EDITOR

**RUGGED LOT**—Have just returned from another trip last Thursday, arriving with the blizzard that made Minnesota history this winter, and have visited with cattlemen and sheepmen and farmers and stayed overnight with them and looked over their operations from California to Louisiana and points between. All in all, I didn't find a single person who showed what I call reasonable management that was going broke, and none that had less cattle than formerly. I also admit that I know of no way that a few cattle will ever make a living for anyone and since it's only supplemental to the rest of our agriculture here I am not worrying personally. However, with a hundred calves to sell annually at present prices few men could drive Cadillacs after expenses of operating. Cattlemen seem to be a rugged lot. Either we live within our incomes, grow big, or fall by the wayside. It's that simple. — **Bert A. Hanson**, Vernon Center, Minn.

**CONCISE REPORT**—Forage delayed about three weeks later than average. Condition high-fair to low-good. Rain below average but prospects good for a good forage crop. Too early to tell but prospects are for shorter than average green grass season with shortage of stock water in some cases. Cows thinner than average for season but starting to gain weight rapidly. Calves about average in flesh and gaining weight rapidly. Expect normal weaning weights, July for early dropped calves. — **Kenneth A. Wagnon**, O'Neals, Calif.

**WORK TOGETHER**—We all know something needs to be done to help the producer. Prices have gone down and production cost has advanced. Besides there's the huge drought. We all should work together to hold our cattle at a fair value, even when we are buying ourselves. We should think of both sides. — **J. H. Stansberry**, Eden, Tex.

**REALLY WET**—March was really wet, with over twice normal for this section of the state. Assured of a good grass year and hay, too, unless the snowpack doesn't last. — **Samuel C. McMullen, Sec.**, Nevada State Cattle Association, Elko.

**LARKSPUR**—I note in the February issue of the Producer reference to a study in Wyoming to determine why cattle are attracted to larkspur. Two instances observed recently on national forest ranges might offer some clue.

In one case, a herd of cows about half of which had been wintered on alfalfa hay supplemented by concentrates and the other half on native hay without supplemental feed were placed on a mountain range containing a considerable amount of tall larkspur. A seven-

head loss was suffered during the first 24-hour period, all being cattle that had been wintered on native hay. Larkspur is, of course, a plant of high protein content and, in discussing the situation on the area with the owner, we felt that it was highly probable that the cattle that had been wintered on native hay were protein hungry at the time they entered the range and were attracted to the larkspur for that reason.

On another range, five new losses were found within a two-day period. All were within 150 yards of two "stomp" grounds where several cattle had got together to fight flies. They had apparently stayed on the stomp ground until sufficiently hungry to want to fill up on the most readily available forage, regardless of relative palatability. Tall larkspur was abundant and easily cropped while grazing out from the stomp ground. In this instance, any means of preventing the cattle from concentrating and repeat-

(Continued on Page 25)

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AMERICAN CATTLE PRODUCER



# The Lookout

**Cattle slaughter** will likely be close to year-earlier levels this spring and summer, as the USDA sees it. The figures have been held above early 1956 levels largely by increased marketings of cows and other cattle off grass. Timely rains, such as occurred recently in parts of the drouth-stricken West and Southwest, may hold grass cattle marketings this summer and fall below a year earlier.

Marketings of fed cattle likely will be more evenly distributed month by month in 1957 and will total about as large as in 1956. Hog slaughter will continue under last year. No marked change in sheep and lamb slaughter seems likely.

**Price movements** for most meat animals during the rest of the year, based on the slaughter in prospect, will probably follow the usual seasonal pattern. Some gradual improvement in fed cattle prices seems likely. The price level for cows and stocker cattle will depend in large measure on the weather. Near-normal rains would mean higher prices, and might hold prices up until later than usual this spring.

**Imports of Cattle** from Mexico in 1956 totaled 110,000 head, as compared with 250,000 in 1955. U. S. imports from Canada in 1956 totaled 49,000, as against 67,000 in 1955 . . . Canadian cattle numbers have increased to 9.8 million. The all-time high was 10.3 million in 1944.

**Broiler production** in the country's 22 important broiler-producing states came to a total of almost 1.2 billion in 1956. This is 24 per cent greater than the production in 1955 and the largest of record for the 22 states.

**Farrowing intentions** for the spring of 1957 (December through May) for nine Corn Belt States is estimated by USDA at 5,375,000, about the same as last year. This indicates an increase of 63,000 head from the farrowing intentions reported for the states in December 1956. The nine states accounted for 71 per cent of the U. S. spring pig crop in 1956.

Secretary of Agriculture Benson cautioned against excessive hog production, urging farmers to hold close to their production plans. If production is expanded, he said, substantially lower prices would probably result.

**Soil Bank** sign up by Mar. 15 totaled 20 million acres of cropland. This included 4,497,483 acres of corn, 2,985,394 acres of cotton, 178,668 acres of rice, 78,102 acres of tobacco, and 12,614,697 of wheat. Almost a million agreements have been signed, under which growers can get \$5½ million. Largest payment to withhold production under the program last year was \$61,354.50 to Garvey Farms, Colby, Kan., says USDA. Fourth largest payment was \$45,817 to J. W. Baughman Farms, Liberal, Kan.

**Economic activity**, according to major indicators, continues above levels of a year earlier, but has changed little since the first of the year.

Businessmen expect to spend 3 per cent more on new plant and equipment during April-June than in January-March. The survey indicates also that seasonally adjusted outlays in the second half of 1957 will be maintained around the second quarter rate.

In a few industries, economic activity has declined in recent months. Output of non-electrical machinery, lumber, major household goods was reduced sharply in January to levels more than a tenth below a year earlier.

Seasonally adjusted employment in non-agricultural establishments, as reported by the Bureau of Labor Statistics, also increased in February.

With record incomes, consumers are also apparently spending at a record rate. Government spending is also giving strong support to economic activity.



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## Write Your Congressman

**PEOPLE SHOULD REALIZE** they can't have every social advance and public works improvement of their dreams all at once. We should undertake such ventures in the order of their urgency.

This is a quote from a speech by Herbert Hoover in Washington, D. C., recently. We believe it is appropriate to the times.

This and many other publications have pointed to the extravagance of government. But we have not said how the spending could be reduced.

Mr. Hoover explains several ways:

1. Federal accounting methods are not adapted to today's enormous spending. No one knows what the spending actually is. And with continuing appropriations, Congress has lost control of the federal purse. Mr. Hoover says that the remedy here is to have the kind of accounting that will show Congress what the government really spends, so that Congress can control the spending. A proper accounting system could save \$3 billion.

2. A look into the obsolete methods of defensive weapons. Here it is proposed that the four military departments unify their common-use business service—a saving of more than \$2 billion.

3. Find a way to cut down the turnover in Civil Service, which now is running 25 per cent a year—four times the normal rate for good business establishments. Here it is suggested there is inadequate pay and uncertainty of promotions. Savings here might be \$5 billion a year.

And all these savings, amounting to \$10 billion, would not injure or abolish any necessary function of government.

**The worst offender in spending, however, Mr. Hoover said, is the pressure groups, probably more than 1,000 in number, constantly working to get "theirs."**

The danger in our present spending course is that it leads to inflation; that it takes so much money that little is left for growing private enterprise, which in itself stops progress; that the taxes (federal, state and local add up to an estimated \$103 billion) lead to socialized income, and new individual enterprises become more difficult, small businesses are driven to sell out to big business. Government, too, is a competitor in many businesses.

The Hoover commission has made many proposals for reducing cost of government. These proposals many of which have been approved by Congress and the administration, will help, but most of all we need to convince Congress that it must resist the pressure groups and slow up on the projects they want. For the cost—\$103 billion—must be met.

**WRITE TO YOUR CONGRESSMAN** to vote for the bills based on the Hoover commission reports—and tell your congressman to cut out the unnecessary frills—and this should go for local spending, too.

## Your Voice Counts

**IN TIMES OF STRESS** you hear the claim that associations are not representing all the cattlemen but that a small clique of "big boys" is "running things."

The statements are based, we suspect, on the stand of cattle associations against price supports. Without arguing the point more than to say that government supports always get the supported product into surplus and further trouble, we might suggest that if price supports are an advantage, the "big boy" would certainly stand to profit more from it than the "little guy."

But probably the best answer that can be made to the charge that associations are "run by a few of the big boys," is that the door is always open to every cattleman to join. The floor is always his to get his point across.

In fact, we know how hard we are constantly trying to get new members interested in association work. We circularize them from lists the only qualification of which is that the men are cattlemen. We send representatives up the highways and byways to explain the work of the association. And we know, too, that state and local associations similarly try to enroll new members.

**We would be happy to see more cattlemen become members of the various associations. But no cattleman must forget what members of associations have done to the lasting good of the industry. To name only a few in the long list of accomplishments:**

Nation-wide market news service on livestock; government grading of meats; regulatory control of market agencies under the Packers and Stockyards Administration; laws to prevent entry of dangerous livestock diseases from other countries; utilization and control regulations of the public lands; capital gains and other equities in income tax payments, and last in this list, but certainly not least, continued free markets for cattle.

The benefits from these are for all.

No, there are plenty of "little guys" who give thousands of hours of their time and go to great personal expense and considerably sacrifice from their own operation just to work without pay for their own industry—which means their neighbors', too.

As far as the American National is concerned, its average annual membership payment is \$17. Does that add up to "big guys"?

**ANY CATTLEMAN** in the association has a vote and a voice—and it is up to him to use it. And those who are not members—we'll have to admit there are many cattlemen in that category—can become members, and they'll have equal vote, equal voice.

# The 'National' At Work

**P**RESIDENT DON C. COLLINS SAID that assistance for ranchers "dealt crippling blows" by the recent Great Plains blizzard will be sought by the American National's legislative committee. The committee went to Washington early this month. He said ranchers in the blizzard area had gone through years of drouth, but the storms brought ruin instead of relief, and the federal government should give "every humane and economic assistance possible."

In an earlier release, President Collins asked for maximum assistance to distressed ranchers in the drouth sections, especially the small operators, in any deferred grazing or other drouth aid plans. He said any such plan should end when the drouth ends, and that "if a program is administered solely as an emergency measure it will avoid the danger stockmen fear most, that of the controls which become necessary when there are supports."

The fact-finding committee of the American National, meeting in Denver in late March with four leading economists attending as consultants, laid groundwork for a program of research into problems plaguing the beef in-

dustry that will be submitted to presidents of the 28 affiliated state cattle groups in Denver April 27. Problems considered included adjustment of supply to demand, need for more orderly marketing, effect of government intervention in agriculture, buying and merchandising of packers and retailers, one-day markets, and need for more adequate market reporting and information. The consultants outlined future factors as tenderizing of beef from light finish animals; more pre-cutting and packaging at central points; increased by-product utilization; standardization of cuts; streamlined distribution for getting larger quantities of beef to consumers at less cost, including possible financing of quantity purchases.

Members of the fact-finding committee are John M. Marble, California (chairman); Tobin Armstrong, Texas; Roy Houck, South Dakota; Milford Vaught, Idaho; Albert Mitchell, New Mexico; and Martin Domke, Colorado. Consultants include Prof. John H. Davis, Harvard Graduate School of Business; J. Earl Coke, vice-president, Bank of America, San Francisco; Prof. Herrell DeGraff of Cornell University, and President Roger Corbett of New Mexico A&M College.

Chairmen of standing and special committees of the American National have been named by President Don C. Collins: Research committee—George Ellis, Bell Ranch, N. M.; feeder com-

mittee—J. C. Wetzler, Phoenix, Ariz.; special federal beef grading—Dean Brown, Santa Maria, Calif.; public relations—Walter Taylor, Rapid City, S. D.; transportation—James Sinton, Shandon, Calif.; finance—Hayes Mitchell, Marfa, Tex.; marketing and the new fact-finding group—John Marble, Carmel Valley, Calif.; legislative—G. R. "Jack" Milburn, Grassrange, Mont.; public lands—Floyd Lee, San Mateo, N. M.; forest advisory—Earl Horrell, Globe, Ariz.; brand and theft—Lyman Brewster, Birney, Mont.; livestock sanitation—Thomas F. Arnold, Valentine, Nebr.

The American National must concern itself with relatively small things, too. In a recent exchange of correspondence between Executive Secretary Rad Hall and Dr. M. R. Clarkson, administrator of the agricultural research service in the USDA, concerning the importation of waste bagging material, it was brought out by Dr. Clarkson that when bagging material contains used meat covers "we could best protect ourselves against the possibility of disease introduction by placing all such material in the restricted product class." This means it must be subjected to moist heat up to 45 minutes at high temperatures.

Chas. E. Blaine, traffic manager for the American National, is protesting the proposal of railroads in the Southwest substantially to increase charges for bedding livestock cars. The proposal would raise rates almost fourfold.



Cattle and calves took a terrific beating in the winter's worst storm late in March that knifed through southwest Kansas, northeast New Mexico, southeast Colorado and the Panhandle sections of Texas and Oklahoma. Many cattle smothered when high winds piled up drifts of snow and sand. President Don Collins of the American National Cattlemen's Association, in Washington, D. C., during early April with

the association's legislative committee, sought help for the hard hit ranchers. Individual and local losses were extremely heavy and in some cases almost total. Over-all losses in the estimated 2 million cattle in the area may run to 3 per cent, according to Fred Beier of the Denver AMS office.

This picture was taken in northeast New Mexico, one of the hardest hit spots in the storm. (Wide World photo.)

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# The Wisdom Of a Woman

By Fred B. Harris

**HOW OFTEN HAVE YOU HEARD** the American housewife say, "There is nothing our family enjoys more than a good roast of beef, but we simply cannot afford to have it nearly as often as we would like."

The American housewife is proud of her reputation as a shrewd buyer—a bargain hunter. Her battleground is the meat market where she has scored her most spectacular victories in the endless fight against the high cost of living.

Standing face to face with the butcher, separated only by a gleaming display cabinet, this usually mild-mannered housewife becomes as cold and calculating in appraising the cuts of meat as a baseball manager making his selections for world series pitching assignments. Her enterprise is boundless as she devises main dishes that combine small portions of meat with "stretchers" in a meatloaf or casserole.

"Meat may be good for my health and my figure," she concedes, "but we must draw the line on things we cannot afford."

But is the heroine in this cost-of-living battle consistent? Let's look in on this economy-minded shopper who cannot afford to buy the meat she and her family need—and would like to have. She leaves the market with three pounds of hamburger for which she paid \$1.05, a price which seems excessive because she remembers "not long ago" when hamburger was 19 cents a pound. She gets in her new \$3,200 station wagon, lights a cigarette (25 cents a pack), and heads for her favorite beauty salon to get a shampoo and new hair styling costing \$10. To help pass the time under the dryer, she has picked up a popular picture magazine (20 cents) from the corner newsstand.

Beauty treatment completed, she stops in at the variety store next door and picks up a 25-cent trinket as a good-behavior reward for the three-year-old at home. She is pleased that she has saved money by using a neighborhood teen-aged baby-sitter for 25 cents an hour. Cost of service: Same as the hamburger.

Aided by her fully-automatic \$350 range, Mrs. Housewife puts the meal together in a hurry. Her husband really goes for braised short ribs, but tonight he will have casserole. When he ar-

rives, he has time to mix a martini (\$4 a fifth) for the missus, and pours himself a 30 cent can of premium beer.

An older son and daughter report that the power tube (\$50) on the television set has finally gone out and want a promise out of Dad that it will be fixed in time for the Saturday night George Gobel show.

The boy is crazy about hamburgers, but tonight the hamburger is being "stretched." The girl likes chicken-fried steak, but steak is too expensive. She has just returned home from her dancing lesson (\$3).

When dinner is finished, mother proudly reports that the rice, potatoes and cracker crumbs have stretched the casserole so that there is plenty left for lunch tomorrow. With spaghetti and cheese sauce for tomorrow's evening meal, she won't have to spend any money for meat until Thursday.

With the dishes stacked away in the \$350 automatic dishwasher, Mrs. Housewife joins her husband in the living

room to browse through the evening (10 cent) newspaper. Husband admits he would have enjoyed a T-bone steak tonight, but shrugs, "we have to be practical."

With TV out of commission, the children lobby successfully for a movie—60 cents each for tickets and 15 cents for treats.

**HERE IS A** familiar American family, enjoying luxuries so commonplace that they are taken for granted to be necessities. This family, like millions of others, is spending so much of its income on frills that the effort to economize on meat seems ridiculous.

Here is a housewife who plays a key role in the disposition of the family paycheck, and a lion's share of it is going for items which are in excess of basic necessities.

This housewife is as free-wheeling as a Las Vegas gambler when it comes to buying the many little personal and household "extras." But as



Tm. Reg. U. S. Pat Off.—All rights reserved  
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"You the one who gave my wife that booklet on how to fix ground beef 47 different ways?"

she approaches the meat market, she suddenly assumes all the conservative qualities of a New England banker. At once, all her fine instincts of frugality take over. At this moment, the feminine urge to be foolish, to be daring, to be exciting, to have what she needs, is valiantly thrust aside. Why?

I asked a psychologist friend of mine why the American housewife is prone to spend freely on one hand and pinch pennies on the other.

He told me that it is a basic response for people to feel that if they get something, they must give something—or give something up. It is conceivable, he explained, that at the meat counter this housewife is subconsciously punishing herself for her other extravagances, and that she is seeking atonement by denying herself and her family the standing rib roast she yearns so desperately to serve.

I asked a banker friend of mine why he thought the American housewife seemed indifferent about the cost of a \$400 automatic washer, yet counted the pennies on a cut of meat.

"The average American family," he said, "is so steeped in installment credit that after the first of the month's bills are paid, the housewife has to manage her remaining cash with utmost skill." And, he added, "she has to make all meat purchases from her dwindling cash reserve."

I asked a service station operator why the housewife accepted 34-cent gasoline, but thought 34-cent hamburger was out of line.

"Those who have to dig to the bottom of their purses," he replied, "do plenty of complaining; they frequently buy only a dollar's worth of gas. But most of them now have gas credit cards and they say, 'fill'er up'."

I dropped in at a health store and asked the manager why the American housewife did not respond to meat promotion which promised she could stay thin by eating beef, and that she would enjoy beef for health.

He looked wistfully at his shelves lined with jars teeming with vitamins and minerals, and said, "Did you ever hear of anyone making any money selling carrot juice?"

Thinking that perhaps I could find grassroots wisdom from the lips of a wise old hand here on the ranch, I said to him, "Why doesn't the housewife buy more meat when she knows how good it is for her?"

The old settler was still suffering from the effects of the night before in town and he snapped back at me:

"Hell, who wants something that's good for them? That's no fun. If I ever get rid of this hangover I'm really going to get a good one next time."

Then I talked to my wife. I told her of my observations of the American housewife and my conversations with the psychologist, the banker, the gas station operator, the man

(Continued on Page 20)

## Louisianans Hit Supports

**T**HE FAST-MOVING MEETING OF the Louisiana Cattlemen's Association—the 27th—saw a fine attendance at Baton Rouge elect new officers and adopt some three dozen resolutions.

R. Watkins Green of Youngsville was succeeded in the presidency by W. I. Brian of Alexandria, whose wife was named at the CowBelles' meeting to head that auxiliary group for 1957. A. P. Parham of Baton Rouge was re-elected secretary-treasurer and H. E. McFatter, also of Baton Rouge remains as his assistant. Five district vice-presidents were named: J. C. Ducote, Belcher, George Franklin, Jr., Louis Stevens, W. H. Crenshaw and Judge Lee D. Mizzi.

Convention speakers included Don C. Collins, president of the American National, who devoted much of his address to the subject of drouth and its effect on the industry as a whole; the state commissioner of agriculture, Sidney J. McCrory, talking principally about brucellosis and its eradication. The matter of supply and demand were taken up by Bill McMillin of Swift's agricultural research department, Chicago, in a concluding address.

The Louisiana cowmen adopted resolutions which: opposed all controls and subsidies on meat animals; decided on study of possibilities of forming a state livestock meat council for publicity and promotion purposes; called for changes in the Packers' Consent Decree; called for acceleration of the brucellosis program to make Louisiana certified free by 1960. The membership urged that each parish adopt the area testing approach to eradication of this disease as soon as possible, and urged state university research into prevention and treatment of infectious pink-eye, bloat and anaplasmosis.



New officers of the Louisiana Cattlemen's Association: Seated, A. P. Parham, Baton Rouge, secretary; W. I. Brian, Alexandria, president, and Lee Berwick, St. Joseph, first vice-president. Standing, Louis Stevens, Colfax, and J. C. Ducote, Belcher, vice-presidents; H. E. McFatter, Baton Rouge, assistant secretary; W. H. Crenshaw, LaRose, and Lee D. Mizzi, vice-presidents. (Gulf Coast Cattleman photo.)

They further supported proposed legislation amending the P. & S. Y. Act to permit voluntary deductions up to 10 cents per head on cattle for promotion, research, etc.; called for USDA action against imported fire ants; favored requirement of health certificates on bulls offered for sale for breeding purposes in public sales; commended agencies engaged in battling Bang's and other diseases; urged strongly that cattle theft cases be fully prosecuted and sentences fulfilled; strongly desired proper health certificates on animals coming into the state.

They wanted the state legislature to provide necessary funds for cattlemen to take advantage of the federal watershed protection act; asked for needed trespass legislation, for stringent sanitation regulations at livestock auction barns, for a fair, up-to-date water rights law in the state; commended the work of the CowBelles.

## Texans Favor Checkoffs

**J**OHAN BIGGS OF VERNON, TEX., was re-elected president of the Texas and Southwestern Cattle Raisers Association at its 80th annual convention in Houston last month. Also re-elected were Edgar Hudgins, Hungerford, Tex., first vice-president; Norman Moser, DeKalb, Tex., second vice-president, and Charles A. Stewart, Fort Worth, secretary-general manager.

In the final business session, 17 resolutions were passed by the cattlemen. They called for revision of the beef grading system as recommended by a special committee; supported a voluntary check-off bill to finance beef promotion through cattle producer organizations; opposed a bill to take control over the meat packing industry



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	WITHOUT AUREOMYCIN	WITH AUREOMYCIN*
Number of calves	50	97
Days creep fed	112	113
Average initial weight, lbs. "in"	218.8	251.0
Average finishing weight, lbs.	382.0	475.3
Average daily gain, lbs.	1.46	1.98
Percentage increase in gain		37.4%
Lbs. creep feed per lb. gain	2.34	1.72
Percentage improvement in creep feed efficiency		26.5%

\*Creep Feed contained sufficient AUREOMYCIN to provide 70 milligrams of AUREOMYCIN Chlortetracycline per head per day.

The trend is more and more toward creep feeding beef calves!

Today, cattle feeders in all sections of the country have more reason than ever before for adopting creep feeding as a *regular* feature of their cattle feeding programs.

A test just completed *tells you why*. Look at the table on the left. Note the exceptional money-making results achieved with AUREOMYCIN in creep feeds. Other trials, now nearing completion, also show dramatic results in providing thrifty gains!

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from the agriculture secretary, recommended that funds be allocated to the livestock sanitary commission to control livestock diseases; urged a modification in the minimum Mexican labor housing standards where temporary housing is necessary for ranch operations; opposed the 3 per cent tax levied on freight and 10 per cent tax on trains, planes and bus passenger fares.

Further, they recommended creation of a Texas water development board; recommended state actions necessary to stop the practices of intermingling salt water with fresh water through improperly plugged wells, core tests and deep seismic holes; urged a reduction in the federal budget and curtailment of spending; and asked modification of the "Consent Decree" to permit meat packing companies to retail beef and related products and by-products.

The southwestern cattlemen asked support of the National Live Stock and Meat Board and urged industry

cooperation through fund collection, and recommended establishment of a National Cowboy Hall of Fame and Museum to honor the pioneers of the industry.

Speakers at the meeting included Don Collins of Kit Carson, Colo., president of the American National; Dr. Chas. N. Shepardson, member of the board of governors, Federal Reserve System, Washington, D. C.; Former Governor Roy Turner of Oklahoma.

Approximately 2,000 cattlemen attended the convention, which ended Mar. 20. The association numbers more than 10,000 members in 15 states.

## Favor Packer Retailing

**OPTIMISM PREVAILED AMONG** some 1,000 members and their guests attending the 44th annual convention of the Kansas Livestock Association at Wichita in mid-March.

New officers elected then are Rich-

ard W. Robbins, Pratt, president, who succeeds Fred Winzeler, and Orville Burtis, Manhattan, vice-president, A. G. Pickett was re-elected secretary-treasurer.

The Kansas CowBelles, out in force for their own three days of activities, named Mrs. Lee Perkins of Richmond president to succeed Mrs. Mel Harper; Mrs. Edwin Brown of Fall River, vice-president, and Mrs. Ray Frisbie, McDonald, secretary-treasurer.

Newly formed at Wichita was a Kansas Junior Livestock Association, which will be headed in its first year by Charles Andrews of Kanopolis, president; Bill Root, Medicine Lodge, vice-president; Don Springer, Pratt, secretary; Lynn Perkins, Howard, corresponding secretary.

Speakers included Don. C. Collins, head of the American National; Dr. C. D. Van Houweling, director of livestock regulatory programs, Washington, D. C.; Carl F. Neumann, general manager of the National Live Stock and Meat Board, Chicago; Dr. P. H. Stephens, director of research, Farm Credit District, Wichita. Others: Jerry Sotola, of Armour & Company's livestock bureau, Chicago; Dr. Marvin J. Twiehaus, Kansas State College.

The Kansans' resolutions called for federal and state agencies to set aside funds for research into pinkeye and shipping fever; urged removal of the transportation tax from farm product shipments.

They called for a cooperative soil and water conservation program; asked passage of a state bill allowing brand inspection on a county option basis; opposed transfer of P.&S.Y. authority to the Federal Trade Commission and urged that administration of the act be removed from the commodity branch to a separate agency with adequate funds for proper administration.

Resolutions further favored changes in the 1920 Packers' Consent Decree to permit retailing by the packers involved; asked for allowed use, with certain protective restrictions, of gas guns against coyotes; asked all possible financial support of the National Live Stock and Meat Board by non-participating Kansas markets; wanted widespread inequities to be eliminated from the drought disaster feed program; opposed mandatory legislation on humane slaughtering pending development by the industry of more acceptable, economical methods.

## Storm Cuts Attendance

**THE STOCK-KILLING BLIZZARD** over eastern ranches of the state whittled attendance and brought deep concern to those who did make it to the 43rd annual convention of the New Mexico Cattle Growers' Association in Albuquerque Mar. 24-26.

Attendance was cut nearly one-third, but 1,500 stockmen and their families

AMERICAN CATTLE PRODUCER



New officers of the Kansas Livestock Association elected at Wichita, Mar. 16, are (l. to r.): Harry Paulsen, Fredonia, director; Orville Burtis, Manhattan, vice-president; Richard W. Robbins, Pratt, president; Irving Walker, Wakeeney, and Raymond Adams, Maple Hill, directors.



Officers of the newly organized Kansas Junior Livestock Association are (l. to r. front row): John Springer, Pratt, secretary; Charles Andrews, Kanopolis, president; Wm. Root, Medicine Lodge, vice-president; Jim Gammel, Cottonwood Falls. Second row, Savina O'Bryan, Hiattville, director; John Baithrop, Wichita, reporter; Lynn Perkins, Howard, corresponding secretary; Gary Cummings, Kingsdown, director. Back row: Mike Murphy, Protection, David Essick, Ellsworth, and Gayle Carswell, Alton, all directors.



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still jammed the convention hall to hear talks on brucellosis regulations, economy in government, general cattle conditions, breeding and range seeding techniques and on beef promotion.

The group also took formal action on a variety of industry subjects ranging from appeals for federal aid in the blizzard area to asking for injunctions against commercial cloud seeders operating west of New Mexico "thus contributing to extreme drouth conditions of the state."

All officers were re-elected. They include Dick Snyder, Clayton, president, and vice-presidents: Buster Driggers, Santa Rosa; Phil Harvey, Carrizozo; Giles Lee, Buckeye; and Reuben Pankey, Truth or Consequences. E. O. Moore, Jr., Carlsbad, was re-elected secretary - treasurer and Horace H. Hening, Albuquerque, was renamed executive secretary.

Formed during the convention was the New Mexico CowBelles, with Mrs. Phil Nowlin, Dawson, president, and Mrs. W. E. Reardon, Albuquerque, and Mrs. Fern Eidson, Lovington, vice-presidents.

Junior cattlemen chose Marcia Doak, Gladstone, as president; Mary Nell Snyder, Clayton, vice-president; and Judy Burrows, Santa Fe, secretary. The male juniors were not overlooked: Robert Driggers of Santa Rose was elected treasurer.

The cattle growers also passed resolutions requesting written assurances that defense "superhighways" have stock passes and access roads, opposing "soil-banking" grazing lands, endorsing the National Live Stock and Meat Board, opposing transfer of packer supervision from the Packers and Stockyards Act to the Federal Trade Commission; asking for long-term credit; and endorsing several pieces of national legislation dealing with government land purchases, mineral leases, and establishment of a National Outdoor Recreation Resource Review commission, with suggested changes to include better livestock representation.

Speakers on livestock subjects included Dr. R. J. Anderson, chief of the USDA's animal disease eradication division; Paul Swaffar, secretary, American Hereford Association; and Lyle Liggett, substituting for American National President Don Collins, who was snowbound in Limon, Colo.

A group of young cattlemen and women presented a panel discussion on distribution and control of important plants and shrubs of the state. Among participants were Elizabeth Forehand, Carlsbad; Bob Boyd, Artesia; John Downs, Albuquerque; Ocie Gray, Magdalena; James Park, Clayton; and Bill Russell, Portales.

People who live in the past have a big advantage—it's cheaper.

## Concerned Over Land Buys

**TWENTY-THREE STOCKMEN AND** wildlife representatives from the West re-elected A. D. Brownfield, Deming, N. M., a past president of the American National Cattlemen's Association, chairman for the ninth consecutive year.

Action of this National Advisory Board Council in Washington, D. C., in early March included:

Assertion that transfer of BLM-administered timber lands to the Forest Service be conditioned on reciprocal transfer to the BLM of all non-timbered land presently within the exterior boundaries of national forests. Such transfers are provided for by presidential proclamation.

Opposed inclusion of grazing land in any soil bank program.

Expressed concern over removal of large areas from tax rolls through purchase of private lands by federal and state agencies and recommended hearings when such purchases are proposed in excess of 320 acres.

Favored legislation to eliminate from the Grand Canyon National Monument lands north of the Colorado River from the monument not needed for recreational and scenic purposes.

Voted against establishment of a national wilderness preservation system, contending such would exclude multiple use and lock up many natural resources needed for the economic well-being of the nation.

Endorsed the 5,000-acre limit proposed on military withdrawals that can be made without approval of Congress.

Opposed H. R. 3378 unless grazing advisory boards are exempted from the requirement that only government officers be permitted to serve as chairmen.

Chairman Brownfield called for support of the Interior Department's saline water conversion program, in view of seriously declining underground water supplies. Experimentation has already reduced conversion costs from 60 to 20 cents a gallon, sufficiently low for culinary use.

A tribute came from Floyd W. Lee, San Mateo, N. M., to the Taylor Grazing Act for having enabled ranchers of the Southwest to endure the worst drouth in 750 years because this act stopped "continual fighting over the range, permitted orderly grazing through fencing, and made possible the development of water and resultant termination of long, costly trailing of livestock to water-holes."

## Louisiana Parish Forms Junior Cattlemen's Group

In Louisiana, Junior cattlemen have organized the Jeff Davis Junior Association in that parish and are now busy with the slogan contest and "Father of the Year" project. They have planned a dance as part of their effort to get new members.

## Lee Riders

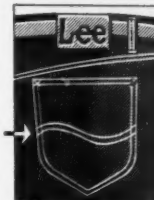
cowboy pants are a  
**CINCH** for rough, tough  
all-around wear"...  
says GUY WEEKS

Rodeo  
Champion



"you'll think so, too  
once you try 'em!"

Look for this  
curved stitching  
on the hip  
pockets that  
identifies your  
Cowboy Pants  
as Lee Riders.



AT RETAIL STORES EVERYWHERE

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Working time to earn a pound of meat has now fallen to 17½ minutes, about 40 per cent of the 44½ minutes it took in 1919.

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## ASSOCIATION NOTES

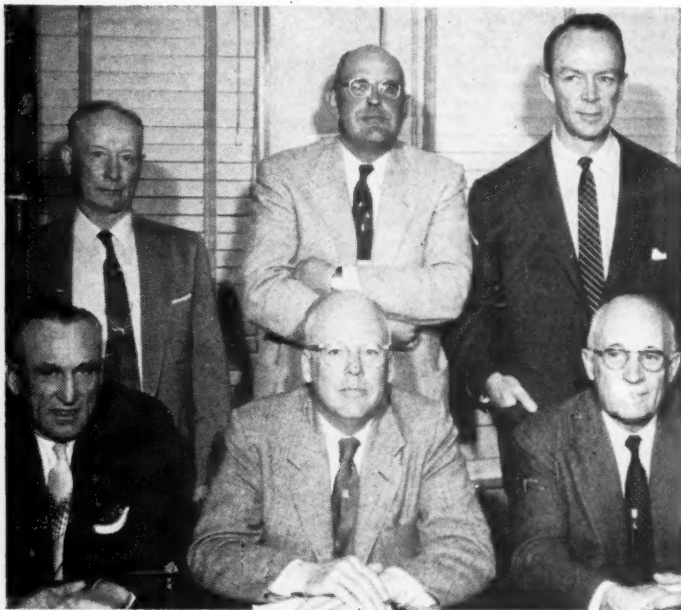
Officers elected by members of the **Rio Blanco Stockgrowers Association** in meeting Mar. 2 at Meeker, Colo., include Art Lammers, Meeker, president; Harry Jordan, Meeker, vice-president; Jim Dodo, Meeker, second vice-president; Cy Berthelson, Rio Blanco, secretary. Rad Hall, executive secretary of the American National, traveled from Denver to address the stockmen.

The resolutions adopted called on county, state and federal officials for strictest economy; urged continuation of the Senate subcommittee investigation into price spreads between cattle and beef; favored a 10-cent-per-head collection for beef promotion in the

state; recommended return of at least half of hunting license fees to the counties where game kills occur; opposed the Watkins bill to pay ranchers for deferred grazing on public lands; opposed also continuance of the soil bank plan, and any price support programs.

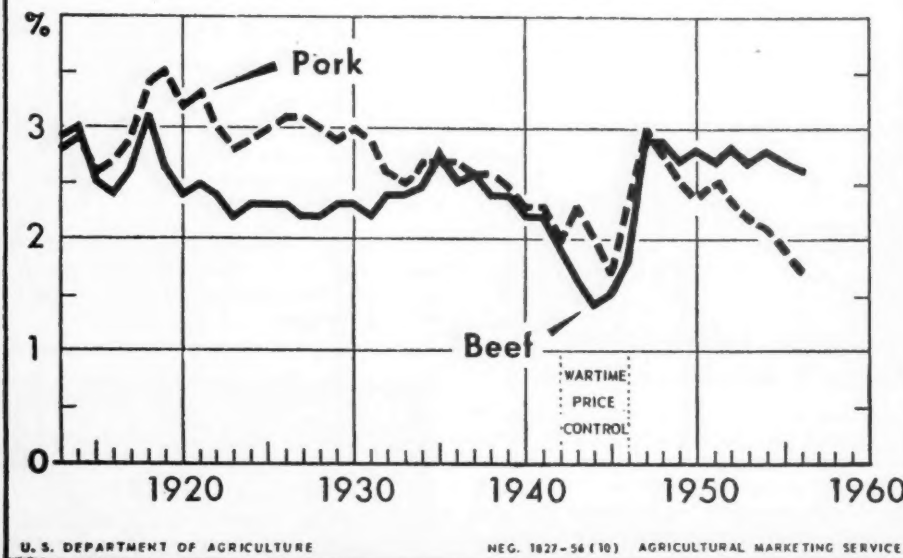
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The 23rd annual meeting of the **Elbert County Livestock Association** was held at Kiowa, Colo. last month, with Carl Ohlson of Kiowa being elected president and J. M. Moreland of Simla vice-president; the outgoing president is Jim Jolly of Agate. Resolutions expressed support for a state beef promotion bill, reaffirmed the membership's stand in opposition to eminent domain legislation. The more than 100 persons present also voted against the proposal to establish daylight saving time in Colorado.



Members of the American National's special fact-finding committee which met with nationally known economists to study marketing problems: Seated (l. to r.) are Roy Houck, Gettysburg, S. D.; John Marble, Carmel Valley, Calif. (chairman); Albert Mitchell, Albert, N.M.; (standing) Milford Vaught, Bruneau, Ida.; Martin Domke, Greeley, Colo., and Tobin Armstrong, Armstrong, Tex.

## PERCENTAGE OF CONSUMER'S DOLLAR SPENT FOR BEEF AND PORK



Directors of the **Missouri Livestock Association** have adopted and submitted for membership approval a resolution asking for time to study further the matter of a check-off system for collecting money to be used in meat promotion and research. The organization favored measures for increasing consumption and encouraging research, "but not at the expense of, or in duplication of, present activities of this nature."

## USDA Publishes Survey Of Meat Eating Tendencies

The USDA reports that more meat is eaten per person in the north central region and the West than in other parts of the United States. The Northeast ranks next, the South lowest.

Farm families fare as well or better than non-farm families in all regions except the South. Southern farm people are at the lowest spot on the nation's meat-consumption scale. Because so much of the farm population is in the South, U. S. averages show less meat consumed per person on farms than in towns and cities.

Farmers consume beef and pork in about the same proportion as town and city people in the north central and Northeast. In the West, farm families show more partiality for beef than do town and city families, but in the South, farm families swing a bit the farther to pork. Farm people everywhere are small consumers of veal and lamb.

Families having the highest income eat more meat than do lower income groups. They especially eat more beef and more lamb. Pork consumption per person is no greater for higher than for lower income families as averages for the U.S. However, regional differences in income are partly responsible; within regions there is some tendency for high income families to eat more pork than low-income families.

## Asks Expanded Research For More Profitable Cattle

Expanded research to develop more profitable beef cattle, studies of the place of fats in human nutrition, and work on factors affecting the price of meat and livestock were among needs cited by USDA's livestock research and marketing advisory committee at its annual meeting Mar. 6-8 in Washington, D. C.

The committee also called for increased research on: insect carriers of livestock diseases; chemistry of hormones related to animal production; composition of forage crops; composition and processing of protein by-products to increase their feeding values.

Expanded research on livestock auctions to determine the most effective organization, volume, facilities, practices and controls was called for.

Committee members include Cattlemen Joe B. Finley, Encinal, Tex., who is chairman, and Clifford P. Hansen, Jackson, Wyo.



# The Market Picture

**A STRONG UNDERTONE PREVAIL-** ed in most all classes of livestock through March, and the cattle market was no exception. Price gains of \$1 to \$2 were quite general throughout the list, with instances of as much as \$2 to \$3 on cows and heifers.

Undoubtedly the strongest source of demand, especially on slaughter cattle, came from the West Coast as supplies became seasonally short and buyers from this area were reaching out into a wide territory for numbers. Orders not only were being filled in the intermountain states, but as far east as the western Corn Belt, as West Coast dressed beef prices were generally well above those of the East Coast.

Improved range conditions on the West Coast apparently enabled cattle feeders to move additional numbers out of feedlots and back on to grass for more economical gains, and this also tended to reduce the potential number of finished cattle to come out of feedlots in that area in the near future, thereby broadening the demand for finished cattle to be moved in from other areas.

Stocker and feeder prices continued to strengthen under an extremely broad demand, not only from the West Coast, but from other sections. Recent improvement in moisture conditions in the vast southern Plains, along with the fact that numbers in that area had been reduced in recent years due to drouth, combined to make it difficult to locate numbers for sale.

In some sections of Texas, moisture conditions were the best in several years. Consequently, those with cattle in those areas were not inclined to sell, but, in fact, were also looking for cattle. Thus, it was pretty well a matter of demand exceeding the supply, and many orders going unfilled.

While cattle slaughter numberwise was holding about in line with a year ago, average weights were down slightly, so that tonnage produced was running a little below a year ago. This was also reflected in the price spread of grainfed cattle, since steers as heavy as 1,300 to 1,400 pounds were seen to sell at or near top prices. This is in sharp contrast to a year ago, when heavy steers had to sell at sharp price discounts.

The popularity of grainfed heifers appears to gain momentum each year and the long-term basis of a wide spread between finished steers and heifers seems to be gradually changing. At several markets recently, the rank and file of heifers have been selling within 50 cents to \$1 of steers, and at Denver recently there has been scarcely any spread between the two.

Only in the case of high choice and prime grades, where highly finished heifers apparently are more wasty than steers, has the spread reached as much as \$2 to \$3 per cwt. Yet, the rank and file of heifers, as stockers and feeders, continue to be bought \$2 to \$3 per cwt. under steers during the peak movement in the fall.

## Price Roundup

Good and choice light stocker steers and steer calves weighing from 400 to 600 pounds were selling freely at \$20 to \$22, with \$22.50 and \$23 occasionally paid for calf-weights under 500 pounds, both for immediate delivery and into April and early May. Good and choice feeder steers, mainly 750 pounds upward, sold from \$18 to \$20, not much of attractive quality available under \$19. In the Far West, \$20 to \$20.50 was paid quite freely for fleshy feeder steers, including contracts for future

delivery into May or early June, with \$21 paid in California for several hundred to be delivered in May.

Good and choice stocker and feeder heifers were bought for immediate delivery and for future delivery in April, May and June at \$17-\$18.50, a few strings up to \$19 in the southern Plains. Good and choice heifer calves were bringing \$18 to \$19.50, a few as high as \$20.

Beef cows were selling freely at \$12.50 to \$14.50, with \$15 to \$16.50 paid for some commercial and standard grades in the Far West. Cannors and cutters bulked at \$10 to \$12.

Stock cows were in good demand, good quality kinds around four to six years old bringing \$120 to \$150 per head, some of them with calves at side.

Good and choice grainfed steers bulked at \$19 to \$22 over much of the nation, with high choice and prime making \$23.50 to \$25 and prime steers

## VALUE OF MEAT CONSUMED AND INCOME PER PERSON

Year	Retail Value of Meat Eaten			Income Per Person	Retail Value Meat Consumed as % of Disposable Income		
	Beef	Pork	All Meat		Beef	Pork	All Meat
			(Dollars)			(Per Cent)	
1915-55 Av.	\$19.47	\$19.93	\$44.06	\$757	2.6%	2.6%	5.8%
1947	33.50	35.40	76.50	1,157	2.9	3.1	6.6
1948	37.00	35.10	80.20	1,262	2.9	2.8	6.4
1949	34.10	31.40	72.80	1,244	2.7	2.5	5.9
1950	37.30	31.90	76.50	1,340	2.8	2.4	5.7
1951	38.50	35.80	81.30	1,445	2.7	2.5	5.6
1952	42.00	34.60	84.50	1,491	2.8	2.3	5.7
1953	41.70	33.40	83.90	1,545	2.7	2.2	5.4
1954	42.70	32.10	83.60	1,545	2.8	2.1	5.4
1955	43.30	30.20	81.90	1,616	2.7	1.9	5.1
1956*	43.90	28.90	81.20	1,681	2.6	1.7	4.8

\* 1956 figures are preliminary.

This table was prepared by the American Meat Institute. Source of the material is the Agricultural Marketing Service, USDA.

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of sudden  
death...

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use it for dehorning and  
castrating wounds, too!

Improved  
kills screw worms  
and maggots  
on contact!



CUTTER Laboratories  
BERKELEY, CALIFORNIA

at Chicago reaching \$27 for the first time in two months. Good and choice heifers sold at \$18 to \$22, a few loads high choice and prime reaching \$22.50 to \$23.75.

A large share of the spring lamb crop in California and Arizona was contracted by late March, the popular price on first sales being \$23, with later sales reaching \$23.50, \$23.75 and \$24, those at the higher prices usually for early delivery.—C.W.

## North Dakota Juniors Take Leading Part in Show

At the North Dakota Winter Show in Valley City, Mar. 4-9, the state's Junior stockmen's association, aided by Dale Robinson and Jerry Houck (presi-

dent and past president of the Junior American National) from the South Dakota junior group, served free beef soup. The North Dakota Stockmen's Association and the state beef council paid for the 2,500 cups of Campbell's Beef Broth and for the booth. Marian J. Piper, editor of the North Dakota association's Bar North magazine, planned the booth.

Girl members of the junior association, in western costume, were invited to serve the hot beef drink as a first course at several banquets during show week, and the new "Beef Candy" was served as dessert.

Other beef promotion features included start of a "Win a Feeder Steer" contest sponsored by the Juniors in

which five-word slogans are to be judged this summer. The Juniors were much in evidence at the show itself, a number of them entering exhibits and winning prizes.

They were also active in attendance and competition at the Little International Livestock Exposition Feb. 8-9 at the North Dakota Agricultural College.

North Dakota junior membership stands at 90.—Kaye Van Dyke, vice-president, North Dakota Junior Stockmen.

## Study May Show Meat Gives More Protein and Less Fat

A new research to study the composition of cooked meat as it is usually eaten has been under way by Dr. Ruth M. Leverton with the cooperation of the National Live Stock and Meat Board and the Oklahoma A&M College. Dr. Leverton said that, "When reliable data are available on how people usually consume their meat, we may well find it necessary to revise downward the figures now in use for the fat content and calorie value of meat as it is consumed, and to revise upward the figures for the protein it contributes."

## Food and Drug Agency Accepts Cyanamid Claims

The Food and Drug Administration has accepted claims of the American Cyanamid Company that addition of an antibiotic Aureomycin chlortetracycline to the rations of beef cattle may reduce loss from anaplasmosis, foot rot and rhinotracheitis-shipping fever complex. Losses from rhinotracheitis (red nose)-shipping fever complex run to millions every year, which is true of the anaplasmosis disease, sometimes called "gall sickness," too.



Beef promotion booth at the 1957 North Dakota Winter Show, Valley City, manned by the junior stockmen of the North Dakota Stockmen's Association. In the picture to the left, front row, (l. to r.) are John Weber, New Salem; Roland Plath, Davenport; Richard Tleceiy, Valley City; (back row, l. to r.) Dale Robinson, Ralph, S. D., president, National Junior Cattlemen; Jerry Houck, Gettysburg, S. D., past president of the National Juniors group; Kay Van Dyke, Watford City, vice-president of the North Dakota Junior Stockmen and 1957 Miss North Dakota in rodeo. In the picture to the right are (l. to r.) Mrs. Richard Aslakson, Edmore; Marion Plath, Davenport; and Ed Bauman, Valley City, president of the North Dakota Restaurant Association.



Participants in the National Meat Promotion Committee meeting in Chicago recently included (seated) Dick Biglin, American Sheep Producers Council; Bronte Leicht, Poultry & Egg National Board; John B. Moran, American Meat Institute; Henry B. King, Super Market Institute; Oakley M. Ray of the AMI, and G. Chester Freeman, USDA. Standing are M. O. Cullen, Kenneth R. Franklin and Richard S. Smith, National Live Stock and Meat Board; Harold F. Breimyer, USDA; Herman C. Aaberg and James Rock, American Farm Bureau Federation; Charles H. Bromann, National Association

of Retail Meat & Food Dealers; Carl F. Neumann of the Meat Board; Radford Hall, American National Cattle-men's Association; James Nance, National Swine Growers Council; Kenneth K. Heideman of the Farm Bureau, and Armin Kusswurm, National Restaurant Association. The group urged stores to continue their extensive advertising of meat, with particular stress on beef during the week of May 9-10—during National Frozen Food Week. The meeting was called by the Meat Board. Chains, independents and other groups will cooperate in pushing beef.



# Spanish Herds

BY FLORENCE LOBA

**CALIFORNIA CATTLE OWNERS** face a deadline, Jan. 1, 1959, before which their brands used for marking livestock must be registered with the Bureau of Livestock Identification at Sacramento. . . . A case of first come, first served, no duplicate brand will be recorded, necessitating changes in any iron that is exactly like one already registered, according to the state law passed nine years ago.

When cattle-branding laws were adopted in California almost 40 years ago the stock-raising industry was young and number of cattle comparatively small. Identical branding irons were not banned as long as they were not to be used in adjacent districts, the state then being divided into branding districts.

But today there are more than 2 million beeves grazing up and down the state, worth an estimated \$250 million with receipts by ranchers from the sale of beef stock exceeded in only three states in the country.

The law calls for a record in the form of a burned imprint of every marking-iron in the state, including those that date back to the herds imported by the Spaniards, this country's first cattle-men.

Like the roving Spaniards who introduced cattle into every region they explored, on his second trip to the New World Christopher Columbus included Spanish bovine specimens in his cargo. From the West Indies a herd was imported into Mexico two years after Hernando Cortez sailed into Vera Cruz Bay in 1519.

Some of the thin, leggy, half-wild animals whose curving horns were enormously long were transported from Sonora by the far-sighted Jesuits and unloaded from ships anchored off Baja California late in the 17th century. By 1769 descendants of those herds were following in the wake of the Franciscans as they pushed north into the new California.

Two years later 18 heads were allotted to each of the four Alta California missions and by the end of 1773 total cattle count was 319. The arrival of Juan Bautista de Anza at San Gabriel Mission in 1776 after a trek from Sonora with 325 beeves ended the flow of Spanish cattle from Mexico. From then on the Franciscans were on their own, donations of the bony black-and-white and brown-and-white animals being in order from them with the founding of new missions.

Chickens, doves, turkeys, ducks, geese, sheep, horses, pigs, burros and mules were raised by the hard-working

padres but cattle-rearing proved the most flourishing venture. No wonder—pastures stretched from San Diego to the north of California. In fact, the fathers found themselves in a cowman's paradise.

While the beef tallow and hides, bartered for by ships' captains arriving on the coast, provided income the meat was consumed in huge quantities by the Indians. Of them it was reported: "Meat of the ox, or rather of the cow—for they prefer this—is the entire expense of their cuisine." At San Juan Bautista one year a padre made note that 2,699 heads had been slaughtered for food alone.

At Santa Clara Mission it was recorded in 1813: "Hay entre todo 6,120 cabezas" (There are altogether 6,120 head). The peak was reached six years later when bovine stock at 19 of the 20 missions (the 21st not yet established) numbered 151,303. Prosperous San Luis Rey claimed the greatest herds.

In spite of the lack of competing herds every mission had its own fierro (brand), used usually in the fall at matanza (cattle-killing) time. At first the marking-irons came from Mexico but later the long-handled brands with their individual designs were skillfully hammered out in mission blacksmith shops. San Fernando in particular was renowned for its fine iron work.

Number of calves was estimated at branding time by tossing into a basket pieces snipped from their ears and

counting the gory bits at the end of the day.

As a result of generations upon generations of inbreeding, the mission cattle became wilder and fiercer and their horns larger (some six feet across) and more bristling than ever.

Materially speaking, the new settlements had reached a peak of success when the Mexican government seized them one by one, starting in 1833 with San Juan Capistrano. In the scramble that ensued, the Spanish herds of cattle in some places almost disappeared. At San Luis Rey the 27,500 head were reduced to 190. At San Gabriel Mission more than 5,000 were slaughtered.

Thus ended the first phase of California's cattle-raising industry which now, less than 125 years after the end of mission days, is considered an important part of what in the United States has been called the biggest and greatest cattle enterprise in the history of the world.

The first cattle brand in the New World was that belonging to Cortez, three crosses representing the Christian Trinity. Now in California alone there are 28,000 numeral, letter or picture symbols that are burned onto the animals at annual roundups.

The actual branding probably differs little from the method used at the missions or, for that matter, by Cortez' followers. Then, as now, the lassoed calf was pulled to the ground and the brand heated and applied, to bear his owner's signature the rest of his days.

## MISSIONS HAD OWN BRANDS

The design on each one of the California mission brands had a distinct meaning. San Gabriel's TS signified temblores (tremblings or earthquakes). The patterns were hammered out in iron and attached to yard-long iron shanks, generally twisted at the end to form a handle.

SAN DIEGO DE ALCALA  
SAN LUIS REY DE FRANCIA  
SAN JUAN CAPISTRANO  
SAN GABRIEL ARCANGEL  
SAN FERNANDO REY DE ESPAÑA  
SAN BUENA VENTURA  
SANTA BARBARA  
SANTA INEZ  
LA PURISIMA CONCEPTION  
SAN LUIS OBISPO DE TOLOSA  
SAN MIGUEL  
SAN ANTONIO DE PADUA  
NUESTRA SENORA DE LA SOLEDAD  
SAN CARLOS BORROMEO DEL CARMELO  
SAN JUAN BAUTISTA  
SANTA CRUZ  
SANTA CLARA  
SAN JOSE  
SAN FRANCISCO DOLORES  
SAN RAFAEL ARCHANGEL  
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Courtesy of Cooper Union Museum Library

## Planting took a big step forward

FARMING'S come a long way since this Rube Goldberg gadget planted a seed with every step the farmer took.

One situation that *hasn't* changed is the farmer's need for a cash reserve for emergencies and the future.

That's why successful farmers are buying U.S. Savings Bonds.

Savings Bonds are as good as gold! They're registered in your name and can be replaced if lost, burned or stolen.

When you buy U.S. Savings Bonds, you invest in your own and your country's future.

*For the big things in your life,  
be ready with*

### U.S. Savings Bonds

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donations, the Advertising Council and

## AMERICAN CATTLE PRODUCER



## MOTHER MANNIX

By T. J. KERTULLA

**SHE MIGHT BE CALLED** "the indestructible Mrs. Mannix" . . . At the age of 20, seriously ill with typhoid, she was not expected by the doctor to live through the night. Today, at 80, she still rides the range.

Her ranch, which she operates with her youngest son, is located in the beautiful Nevada Creek Valley—a typical western Montana family-size spread. The neat, well painted farmstead immediately suggests prosperity, but it was not always thus; in those 80 there were some rough years.

Born at Canyon Creek, where her father engaged in mining, Nettie Mannix recalls the early frontier days and the infrequent trips to town when supplies were purchased in large quantities. What you forget, you went without.

Later, the family moved to the Helmville area, where she married William Mannix; they moved to the ranch where she now lives. And there began the tough times.

With her husband crippled by polio and a family of 10, it became necessary for her to assume a large share of the work and management of the ranch. (Neighbors remember seeing her going to irrigate in a one-horse cart with a baby in a basket beside her. She tied the horse to the fence, settled the baby in the shade and went to work.) In addition, she contracted to drive the twice-weekly stage from Finn—now a ghost town—to the railroad at Avon, a round trip of 30 miles.

The stage, the oldest line of its type in the state, carried mail, freight and passengers. At first she drove alone; then the oldest boys began to accompany her, and finally they took over.

**She is probably the only woman in Montana to handle the reins of a stage team as a regular job, and her record is impressive—15 years without a missed trip! During the spring breakup the load frequently had to be transferred from sleigh to wagon at a halfway point, and those 10-gallon cream cans were heavy.**

One December morning in 1918, Mrs. Mannix and her husband started for Deer Lodge over a badly rutted and icy road. Attempting to dodge a boulder, Mr. Mannix lost control of the Model T, and it plunged down a steep hill to lodge precariously against an arm-sized sapling halfway down. Neither was hurt, but he could not walk back up the hill.

Fortunately, there was a long rope along. Tying it to a bush, and placing her feet behind his, Mrs. Mannix helped her husband work his way up the hill to the road. There she left him and struck a beeline for the nearest help.

Crossing the river by crawling along a beaver-felled tree still slippery from frost, she reached the homestead only to be told the horses were at the far

end of the place and on top of a high, steep hill. "Well, let's go get them," she said, and at once started out.

It was evening before they were back in Avon, and during the 12 hours he had waited on the road, Mr. Mannix had not seen one person pass.

**NEXT MORNING**, as the men prepared to pull the car back on the road, Mrs. Mannix insisted they tie the rope to the car and snub it to a post as an added precaution. They scoffed: "How can you break a steel cable and an inch chain?" But her husband ordered, "Put it on, boys. If I'd listened when she wanted to put chains on yesterday, it wouldn't be down there now."

The big team eased into the collars and the car began to move. Then the chain snapped and the car lurched back downhill. The rope whipped taut and held! A man mumbled, "Sometimes it pays to listen to a woman!"

While Mr. and Mrs. Mannix were gone from home, they received a message, that some of the children had come down with the flu. Christmas found their mother with 13 in bed, cattle to feed, 27 cows to milk—and a peg-legged sailor to help her. But she brought them all through and had the satisfaction of hearing the doctor say, on a return trip, "There's good nursing in this house. I didn't expect to see Walter and Ben alive this morning."

In 1919, a buyer offered \$80 apiece for cows and calves. The Mannixes consulted their banker, who exploded, "Are you crazy? The cows will be worth \$150 next spring." So they fed \$40 hay and in the spring cows were \$20 and the optimistic banker promptly clamped down.

After the death of Mr. Mannix in 1927, his wife let the ranch go and moved to another one. But she always dreamed of regaining the old home place—and 20 years later she bought it back.

Today, Mother Mannix' day still begins at 5 A.M., but, with her daughter-in-law doing the housework, the older woman can spend her days in the outdoors. Her ranch costume of slacks, shirt and a man's hat (though dressed for town she can hold her own with "cowbells" young enough to be her daughter) has given her a fund of stories of being mistaken for a man . . . and in one case even being accused of flirting with "another man's" wife!

Twice, Mrs. Mannix has lost all her possessions by fire, and three times since reaching 70 she has suffered broken bones. But she always hops quickly back to her work. She has the facility for sleeping in her saddle and that way can sometimes catch a little rest while on the go, as it were.

There were some lean Christmases in the early years, this active little lady can recall, but today providing for the holidays is more of a chore than during those other days. Twenty-two grandchildren, and 28 great grandchildren tend to make it that way.

## Sawdust

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## RE- SEARCH

### Sawdust As Cattle Food

An item from the Financial Times of London tells about using sawdust as cattle feed "if recent laboratory experiments can be translated into an industrial process." The basis of the process is irradiation of the sawdust with radioactive isotopes. This brings about chemical changes in the sawdust, converting the indigestible cellulose in the wood particles into a new form of material which the cattle can readily digest. The problem is to find a way of large scale processing which will insure that all the cellulose is properly converted into the digestible form.

### Penicillin-Salt For Bloat

The Morton Salt Co. is marketing a new salt and penicillin mixture for minimizing the incidence and severity of bloat in cattle grazing on legume pastures. The product, Morton "Anti-Blote" salt, is the result of several years research by Mississippi State College into the cause and treatment of bloat. It is fed free choice to

cattle and it is estimated that 10 pounds of salt are enough for 10 animals for 30 days.

### To Study Vitamin A

Vitamin A—an important ingredient of cattle rations, particularly in drouth areas—will be the subject of new studies by the Montana agricultural experiment station under a grant by Chas. Pfizer & Co. According to agricultural scientists, vitamin A deficiency in cattle can seriously reduce the calf crop by causing abortions or the birth of weak calves which die shortly after birth. A prolonged deficiency is also a cause of "night blindness" in cattle so that they may have difficulty in finding enough to eat or may injure themselves. Vitamin A also aids in resistance to infection. Under the same grant, the effect of the broad-range antibiotic Terramycin on the utilization of urea in beef cattle will be studied.

### Feeds Mesquite Mixture

Wall Street Journal says that a rancher near Bigwells, Texas, is feeding his drouth-stricken cattle a mixture containing ground-up mesquite wood as its base. "He's installed machinery for shredding and grinding top branches of the tree and blending it into a murky mixture of grain, molasses and cottonseed meal."

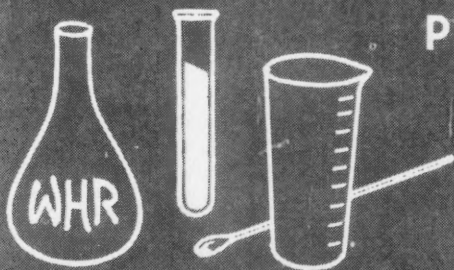


FOR  
A REAL  
BREAKFAST

## BEEF

*is the answer*

A National Live Stock and Meat Board poster, 15½ x 22 inches, features a real breakfast. Three others advertise a hearty dinner, tasty lunch and satisfying snack. Complimentary samples, also a leaflet, "Winning Beef Recipes for Morning, Noon and Night," are available from the board, 407 South Dearborn St., Chicago 5, Ill. Food chains, independents and other organizations are cooperating in a special beef campaign in May to tie in with Frozen Food Week.



## PROVEN PAST PERFORMANCE

For 37 years **WHR** has been  
the **TESTING** ground to give  
you better Hereford cattle

**THIS PERSISTANT PUSH FOR ACHIEVEMENT GOES ON AND ON AND ON**

**Bringing you 160 top-notch heifers**

**TUESDAY, APRIL 23, 1957**

**PROOF POSITIVE BREEDING TO SUCH TESTED SIRES AS:**

★ VERN DIAMOND

WHR LORD VERN 29th

WHR TARGET 52d

ZATO HEIR M 51st

WHR TARGET 13th

★ WHR TARGET 43d

WHR LORD VERN 17th

WHR REGAL ASPECT 32d

WHR STARLAND 10th

WHR STAR ADVENTURE

★ 40 HEIFERS BRED TO EACH OF THESE BULLS



**WYOMING HEREFORD RANCH-CHEYENNE**

GEORGE LAZEAR—MANAGER

## Wisdom of a Woman

(From Page 10)

at the health store and the old cow hand. I told her I was seeking an answer to the mystery of why the American housewife spends money with little hesitation for things which must be considered luxuries, but becomes miserly at the meat market.

I told my wife, "If the average American housewife could be encouraged to spend more of her money on beef, which even she admits she would like to do, the consumption of beef would increase immediately. This, of course, would activate the demand and raise the price, and eventually react to bring the price of feeder steers to 22 cents. That amount is more than the disciples of government supports and controls could hope to get."

"YOU HAVE JUST given me the answer," my wife declared. "If you understood a woman, you would see it as clearly as ABC." Then she added:

"A. To eat well is American tradition, and beef is the national dish. Extolling beef's virtues for health reasons sounds like medicine. Restore the family roast beef dinner on Sunday. Appeal to the wholesomeness of entertaining simply in your own home with good food—and that centers around beef.

"B. Don't force the housewife into the embarrassment of standing in line at the market to sweat out the uncertainty of whether enough change remains in her purse to pay the stone-faced check girl. And don't force the housewife into the unfair and unpleasant task of evaluating at the meat counter how she is to stretch these few dollars that remain in the kitty until payday. Give her a credit card like the one she uses at the gas station and leave her free to take home all the beef she knows her family will eat and enjoy. The oil companies have complete credit files and the procedure of credit card sales and collection is already well established.

"C. Give the housewife the opportunity to sit down at the end of the month and rationally evaluate her expenditures for beef with those for \$16 lamp shades, \$3 ballet lessons and \$50 club dues.

"Give her the chance to share her family's enjoyment for good beef dinners, and let her exercise the urge for drastic economy by making the old car do another year or repairing the clothing she had planned to give away.

"If the price of steers goes to 22 cents," my wife concluded, "can we move the fireplace to the center of the living room like I saw in the magazine?"

I mumbled to myself:

"A man may sometimes wonder about the judgment of a housewife, but he must never underestimate the wisdom of a woman."



The rancher in this air age has learned that with large areas to be covered, the swift wings of a plane are a great advantage in getting to distant areas for observation, seeking out hard-to-find cattle, etc.

He can also locate quickly and accurately, forest or prairie fires; drop supplies or instructions to a line or pool rider. In isolated districts, phone and electric lines can be more readily checked, fence breaks can be spotted in a hurry. All these things, the rancher-pilot can do for himself or he can hire the services of a professional pilot.

## Auctions Developed Rapidly

By Lee D. Sinclair

(The following is an excerpt from an article by Lee D. Sinclair which will appear in *Agricultural Marketing*, a publication of the *Agricultural Marketing Service, USDA*.)

**AUCTION SELLING AND BUYING** of livestock has had a rapid development in recent years. Today, there are about 2,400 livestock auctions in the United States. They range in volume of sales from a few dozen animals at a session to literally tens of thousands in a year at a single location.

Estimates are that nowadays more cattle and calves, nearly as many sheep and lambs, and about two-thirds as many hogs go through auctions as are sold at terminal markets. States having the most livestock auctions are Iowa, Texas, Kansas, Oklahoma, Missouri, and Nebraska, in that general order. The world's largest cattle auction is at Amarillo, Texas.

By the end of next month, more than 500 livestock auctions will be displaying notices that they are subject to the Packers and Stockyards Act. This act, administered by Agricultural Marketing Service, is a federal statute which places responsibility for regulating the livestock marketing and meat packing industries with the Secretary of Agriculture. Its primary objective is to assure livestock producers of open, competitive markets, free from unfair trade practices.

Increased congressional appropriations have made it possible to post 200 auction markets during the current year. This speed-up is part of a

three-year program aimed at including all markets eligible for such action. If the program is continued, nearly a third of all the livestock auctions in the United States should be displaying official government posting notices by the end of next year.

But not every auction market is eligible for posting under the P & S Act. Many are below the minimum size requirement. To come under the Act, the pen space of the market must be at least 20,000 square feet in size, exclusive of runs, alleys, or passageways.

It must also be operated for compensation or profit as a public market. It must be involved in interstate commerce. All scales used in weighing the livestock must be tested twice a year. The auction must be registered and bonded, and a schedule of tariffs or charges filed with USDA. Reasonable services and facilities for yarding, handling, and selling livestock must be provided for the charges assessed.

After a market has been posted under the P & S Act, all persons doing business as market agencies, dealers, or commission men must be registered and bonded. All must keep adequate records of their transactions and render true accountings to their principals. Accountings to consignor must include a description of the livestock, the species, weight, price per pound, total value, name of buyer, and the yardage, commission, and feed charges. Buyers on a commission basis must make a similar accounting, besides stating the amount of the commission. Accounting

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requirements also apply to dealers who buy or sell for their own account.

Auction markets which meet government regulations have been subject to posting since the P & S Act was enacted in 1921. In those days, livestock auctions were few in number, but they increased rapidly during the 1930's and for a few years after World War II. The greatest increase in the size and importance of auctions, however, has occurred during the last 10 years.

Minor violations of the act are, in most cases, settled by informal action. When disciplinary action is taken—in cases of fraud, false weights or other serious abuses—the registrant may be ordered to correct this practice or he may have his registration suspended temporarily.

Currently, more and more auction market operators are seeking "posting" under the P & S Act. This procedure consists of actually posting at the yards three notices that the stockyards meet all the requirements of the Act.

## Cattle Whirl

BY RAY FREEDMAN

**DURABLE** Ole Joe, renegade buffalo, has survived his fifth automobile collision in five years and is still as frisky and ornery as ever. The 2,800-pound bull pays scant attention to automobile traffic. He recently inflicted \$300 damages on a territorial patrol car near Big Delta, 100 miles south of Fairbanks, Alaska. Another car hit Joe at high speed and was practically demolished.

**DOOM** Wildlife authorities in Newfoundland are reported to be complaining long and loud about the loss of moose hit by trains near St. John's. Since May, 130 prize specimens have been killed because they mistook the whistle of diesel trains for love calls. The dead moose averaged 1,000 pounds apiece. "That's a terrible loss of meat," said a wildlife spokesman. Most of it went to fur farmers.

**NUDE** Mr. and Mrs. Cecil Haddon, who operate a ranch in Barby, England, have a problem; namely, how long does an overcoat last a growing calf? This particular calf, a bovine freak, was born completely hairless some time ago. Although a veterinarian predicted that he would never survive the winter of '55, he fooled everybody. He survived, but it was necessary that Haddons make him an overcoat.

**DIVIDEND** L. H. Martin, a Warsaw, Mo., rancher has a cow he is proud to own. The cow, a three-month-old Angus calf heifer, was purchased in March of 1952. Today Martin has a herd of 11 purebred Angus—the result of that single purchase. Nine are registered females. The cow dropped

three more heifers and a bull calf—the heifers coming in October 1952, August 1953 and July 1954. The heifer which came with the cow produced one bull and two heifer calves. Heifers dropped on the dairy ranch by the old cow in 1952 and 1953 also bore a heifer calf apiece. The two bull calves, now steers weighing in excess of 1,100 pounds each, bring the total to 11. Martin said he paid \$625 for the original cow and heifer calf.

**ROUNDUP** Canada's most colorful roundup got under way recently, but cow waddies in blue jeans and 10-gallon hats were conspicuous in their absence. Strangely enough, their place was taken by some 25 Eskimos on

skis, dressed in caribou skin clothing, who are driving nearly 6,500 reindeer to corrals on the reindeer range in the Aklavik area of the Northwest Territories. During the roundup some 500 mature reindeer steers and surplus females will be selected for slaughter. The meat, nearly 75,000 pounds, will be sold in the immediate area.

This has been an annual event for some time, although in recent years there has been a decided decline. A contributing factor in this decline is a mysterious weakness which has become evident in two of the five herds—believed to be caused by a dietary deficiency, resulting in bone fractures in the weakened animals. The slaughter helps keep down the growing weakness.

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Cows  
and  
calves  
on  
the UUU



## 150 HEAD SELL APRIL 30

TRIPLE U HEREFORD RANCH, Gettysburg, S. D.

80 coming 2-year-old bulls—all from progeny tested sires.

20 tried 3-, 4-, 5-year-old bulls.

30 bred heifers — carrying the service of WHR Lord Vern 22nd.

20 cows with calves at side.

For over 30 years we have carried on a constructive

breeding program which has proven beneficial to us and the many customers we have had through the years. The pedigrees of our cattle are the best to be found.

We will sell some herd bull prospects; the remainder are the kind the rancher is always looking for.

## TRIPLE U HEREFORD RANCH

ROY HOUCK FAMILY, OWNERS

GETTYSBURG, SOUTH DAKOTA

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# LADIES' CHOICE



## Through a Ranch House Window

By Dorothy McDonald



Mrs. McDonald

Rain slants against my windowpanes and the warm earthy smell of growing things makes this city lot seem a part of the spring countryside today.

Did you ever stop to think what a miracle rain and storm and snow can really be? I know those of you who have shared the Southwest's long bitter drouth know only too well, but do you lucky ones who live in a well-watered country ever remind yourselves during the stormy days of late winter and early spring that, "Ah wind, if Winter comes . . . can Spring be far behind?" It's true, you know. When January, February and March pass in a succession of golden sunny days there is no spring, and summer is an empty mockery of the fruitfulness the season should bring.

I think I was so strongly reminded of that by a trip to the desert I made last week. I'm a mountain woman so the desert always does seem strange and harsh and alien to me. Or at least it has for so long that I'd almost forgotten the peculiar and individual beauty of it. You see, it's eight years since the desert flowers have made a spring display, and in that time one almost forgets what a dramatic picture it is; what a wealth of color and beauty is held dormant for years, if need be—in that harsh alien soil.

The ocatillo, the yuccas and the bright sweep of sand verbena are breathtakingly beautiful, but my own special delight is in the tight little carpet of miniature blooms that hug the desert floor in a good spring. I have a friend whose hobby is photography, and when she throws on a screen a colored slide of these thimble-sized blossoms—"belly flowers," she calls them, because you have to lie down flat with your eyes just inches from their upturned faces to really see them—you can see that in every detail they are as finished and as exquisite as the most fragile orchid or a prize-winning rose.

Perhaps that is why I love them best. So much of a woman's life, it seems, is made up of the hundreds of unimportant little details that make

a house a home. I like to think that if we looked closely at any one of these tiny tasks we'd see they are essentially lovely just because they are performed for Love's sake.

Don't you?

\* \* \*

Letters to the Ranch House always bring their own special pleasure. One this month from Corinne Knorr of Kremmling, Colo., encloses a snapshot of their ranch in deep winter. She mentions that my description a few months ago of the quietness of first snow in my childhood home in Canada might well have been a picture of their own 8,000-foot-high home. "This morning the sun rose bright and clear," she writes, "over a fairyland of two feet of fresh snow on top of that which fell before. And there is that same quiet hush, as if even the wind were muffled and would never blow again." (Picture on page 28.)

Of course it will, and rains will come, and summer sun, and no doubt days of bitter drouth sometimes.

I guess what I started out to say is that every kind of weather is good and beautiful in its own time. All we have to do is accept it as it comes, with gratitude and pleasure.

\* \* \*

## AT HOME ON THE RANGE

Working in her own kitchen and testing her product on her husband and three school-age youngsters as well as on the neighbors, Mrs. John A. Streiff, president of the Nebraska CowBelles, has perfected a recipe for cured beef sausage.

The popularity of commercially cured beef sausage at the western Nebraska county fairs during the past summer, where CowBelles gave away more than 100 pounds as tidbits, prompted Mrs. Streiff to decide that if she could work out a recipe housewives could try themselves, they would spread the word about this form of beef for breakfast.

Proper curing, she emphasizes, is important. But it is neither expensive nor difficult. The basic ingredient is ground beef or hamburger, so beef sausage is a dish that can be made either by the ranch wife, to use up scraps and trimmings, or by the city housewife who watches for a good "buy" on ham-

burger. Another advantage is that it brings the tasty spiciness of sausage into the menus of elderly people, or families with small children, or those whose digestion does not permit the use of too-rich pork sausage.

Once cured, Mrs. Streiff declares, the beef sausage can be kept in the refrigerator for a week or more, or if it is frozen into meal-sized packages it can be stored in the freezer for months.

It is delicious—I know you will like it.

### CURED BEEF SAUSAGE

By Mrs. John A. Streiff

- 2 pounds ground beef
- 2 teaspoons sausage seasoning
- 2 teaspoons salt
- 1 tablespoon brown sugar
- 2 teaspoons Tender-Quick, dissolved in 2 tablespoons water

Mix all ingredients thoroughly. Let set for two hours in a cool place, then cook or wrap and store in refrigerator or freezer.

Try this recipe yourselves—and pass it along to your city friends. It's another grand way to add more BEEF to American menus inexpensively.

And so, good eating . . . and good evening . . . to you all. —D.L.McD.



Mrs. John A. Streiff, president of the Nebraska CowBelles, who this month shares her recipe for Beef Sausage. (Photo by Corn Belt Farm Dailies.)

AMERICAN CATTLE PRODUCER



Mrs. Wil.

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### NOTE

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## MEET YOUR NEIGHBOR



Mrs. Williams

Nona Williams (Mrs. J. B.) will serve as California CowBelles' president for 1957 and '58, so I am happy to introduce this nice "neighbor."

She was born Nona Wallace, of native California parents, on top of Greenhorn Mountain, which is the southern end of the Sierra Nevadas in Kern County, where her father operated a lumber mill in the summer months. She was second oldest of seven children. Five of the family are still active in the cattle industry. In winters during her childhood the family lived on a small ranch near White River.

Nona attended high school in Delano and in 1925 married James B. Williams of Granite Station, where they have lived since that time. They have one son, Wallace, who graduated from U.C.L.A. at mid-term this year. He is married and has three children.

### One-Family Ranch For 54 Yrs.

The ranch where the Williams live, in the foothills of the Sierra Nevadas, has been in the Williams family for 54 years. Jim has managed it since 1940. It is a "cow and calf" outfit involving around 10,000 acres of foothill and forest land. In 1948 it became a partnership consisting of several members of the Williams family. Jim Williams, his brother, and Nona do all the riding and working of the cattle. She also finds time to be active in civic affairs. A charter member of the Kern County CowBelles (the first group formed in California) she served as their first secretary-treasurer in 1948 and their president in 1952. Also a charter member of the California and the National CowBelles, she served in 1955 and '56 as vice-president of the state organization.

In her busy days "when worries seem to be getting me down," she says, "I go riding and look at the deer, wild birds and flowers for a while and I soon find my worries have diminished."

"As president of the California CowBelles," she says, "I shall strive to attain any goals set by the membership, as it is their organization and I feel I am just an instrument of the organization."

### NOTE:

(This is the first of the new presidents we have introduced. We very much hope to hear from all other states soon after their conventions, as we should like to present the new presidents and secretaries as early in the year as possible.—ED.)

## American National CowBelle Chimes

Vol. 5, No. 4

April, 1957

President—Mrs. Mose Trego, Sutherland, Nebr.

Vice-Presidents—Mrs. Robert Burghart, Colorado Springs, Colo.; Mrs. Lucius Long, Meers, Okla.; Mrs. Joe Oliver, John Day, Ore.

Secretary-Treasurer—Mrs. Ross Haase, R.F.D. No. 3, North Platte, Nebr.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

## A Message From Your CowBelle President

The "Beef for Father's Day" campaign is on its way for the third year. I received a note from Sue Field, one of our past vice-presidents, with the suggestion, "Wouldn't it be a good idea to have a contest to select a National Father?" Now, isn't that a coincidence? Our National beef promotion committee has been working on that very thing! We hope the plans will be a huge success.

Also received a letter from Polly Browning, president of the Arizona CowBelles, stating that she planned to be in Oklahoma City soon and would be happy to get in touch with the Oklahoma CowBelles and assist them in any way she could in making plans for the next National convention. Thank you, Polly! It is wonderful having such fine cooperation between the states.

Many fine ideas in promoting beef are in progress; each idea takes money. It is again necessary to urge the local and state groups to continue to contribute funds for National use in carrying on this work. It is by working together in sharing the responsibility and cost of National representation that we will gain greater efficiency and economy in achieving our over-all objective. Let us remember, your American National CowBelles Association will be just as strong as the support that is given to it. It is with support and the exchange of ideas that the strength of all organizations grows.

In sending money be sure to state if it is for affiliation fees, or to be applied on beef promotion. These accounts are kept separate by our National secretary.

\* \* \*

My husband and I have just returned from a most enjoyable trip. We were guests of the CowBelles and cattlemen of Kansas during their state convention.

It was indeed an honor to visit the home state of our first National president, Mrs. O. W. Lynam, and her secretary, Mrs. Mell Harper, who was president of the Kansas group this past year.

Their first get-together was a "dutch" supper, having for the theme "Beef for

Father's Day." This campaign is well under way in Kansas.

Maudine Harper was a most gracious hostess—she is to be commended for her fine leadership . . . And it was indeed a pleasure to meet so many of the Kansas CowBelles.

I don't want to end my letter without saying something about the very fine undertaking of the Junior National Cattlemen in sponsoring a beef slogan contest in which the winner will receive a calf. I'm sure the prize in itself should be a wonderful incentive to young and old to try for it—and think what helpful ideas should come out of it on the subject of promoting beef . . . the five-word winning slogan is bound to carry a strong message on behalf of our product. We hope the turnout for the contest will be a big one.

Thanks to many of you who have been writing such fine letters. I am looking forward to meeting a large number of you good CowBelles this year. Best wishes.

Thelma Trego, President

\* \* \*

LOUISIANA COWBELLES held their sixth annual meeting in Baton Rouge Feb. 10-12. Mrs. W. I. Brian of Alexandria was elected president to succeed Mrs. R. Watkins Greene. Vice-president for 1957 will be Mrs. Miron Fenton of Fenton, and Mrs. Johnny McCampbell of Alexandria will serve as secretary-treasurer.

Other business was the selection of



Mrs. Brian



Left to right: Mrs. R. Watkins Greene, Youngsville, retiring president of the Louisiana CowBelles; Mrs. Miron Fenton, Fenton, vice-president of the Louisiana CowBelles. Mrs. Fenton designed the flag chosen as the state flag. Mrs. Greene's husband is retiring president of the Louisiana Cattlemen's Association. (Photo by Harold J. Cooper of Gulf Coast Cattlemen.)

a state song and flag. The song, "Come to the Ranch," an entry from Jeff Davis Parish, was the winner. The words, set to the tune of "Home on the Range," were written by Mrs. A. R. McBurney of Welsh. The state flag chosen was also an entry from Jeff Davis Parish. It was designed by Mrs. Miron Fenton.

Continued promotion of beef is included in new projects. The group is planning to sponsor a state beef cooking contest among home economics classes and 4-H club girls. Each parish group will sponsor a contest with the winner competing in a state contest. Only the inexpensive cuts of beef will be used.

Social activities included a luncheon sponsored by Standard Oil Company and a tour of the company plant. The CowBelles also attended the hospitality hour and cattlemen's banquet and on the closing day were guests of the governor of Louisiana and Mrs. Earl K. Long for tea at the governor's mansion.

As part of the concluding business, Mrs. Brian presented retiring president Mrs. Green with her past president's pin. An honorary membership in the Louisiana CowBelles was presented to Mrs. Frank J. Whitehead of Port Allen, whose husband was the first president of the Louisiana Cattlemen's Association 30 years ago.

UTAH officers for 1957:  
President—Mrs. J. Wells Robbins, Scipio  
Vice-presidents—Mrs. Clyde King,

Boulder; Mrs. Ted Crawford, Salt Lake; Mrs. Clair Winterton, Roosevelt.

Secretaries—Mrs. Jas. Memmott, Scipio, recording; Mrs. Elliot Crane, Salina, corresponding; Mrs. Merlin Monroe, Scipio, membership.

Membership Chairman—Mrs. Clair Winterton, Roosevelt

Beef Promotion—Mrs. Clyde King, Boulder.

New Organizations—Mrs. R. D. Brinkerhoff, Bicknell.

Legislative Chairman—Mrs. Joe Haslem, Jensen.

Beef Cookery Chairman—Mrs. Clair Winterton, Roosevelt.

TV and Radio Chairman—Mrs. Jessie Conover, Ferron.

(Don't forget to report your state conventions and also new slates of officers. We will try to keep lists up-to-date on these pages until time for the 1957 Year Book printing. Also, don't forget brief biographies and photographs of your new officers for our "Meet Your Neighbor" columns.—ED.)

## Here And There With The CowBelles

Fourteen wives of Lake County (Calif.) Cattlemen met in January and organized their first CowBelle group.



### GIVE BEEF

Mrs. George Sawday of the San Diego (California) CowBelles presents Capt. Gwen Carruthers of the Salvation Army with a cut from one of the four quarters of beef donated to the Door of Hope. Mrs. Russell Peavey, president of the CowBelle group, looks on.



### NEW OFFICERS

New officers of the Kansas CowBelles (l. to r.): Mrs. Lee Perkins, Richmond, president; Mrs. Edwin Brown, Fall River, vice-president, and Mrs. Ray Frisbie, McDonald, secretary-treasurer.

The new officers are Mrs. Irene McIntire, president; Mrs. Harriet Covey, vice-president; Mrs. Michael Reed, secretary, and Mrs. Alice Kugelman, treasurer. Plans were made for their board of directors to outline a year's program and set up regular meeting days, etc. Each member was asked to bring a new member to the next meeting.

Kern and Tulare Counties (Calif.) held a joint meeting on Feb. 5 in Wasco. It was their joint annual social get-together and officers were introduced from both groups. Kern County CowBelles hosted the affair. Mrs. J. B. Williams, California CowBelle president for '57 and '58, and Mrs. David Snedden, state secretary, were especially recognized. Mrs. Williams reported on the state and National conventions, and introduced the new Beef Candy which was very favorably received. Mrs. C. L. Guthrie of Porterville presented a very humorous and enjoyable reading. Mrs. Virginia Burnquist, president of the Kern County CowBelles and also state publicity chairman this year, presided. There were 53 ladies present.

At their regular bi-monthly meeting on Mar. 13 the San Diego County (Calif.) CowBelles voted \$50 to the meat board for beef promotion and \$50 to the Cowboy Hall of Fame. They had as their guest the director of the Salvation Army Door of Hope, and for the fifth time in their five years of existence they donated four forequarters of beef, packaged and frozen, to this, their special philanthropy.

Nebraska CowBelles will gather in Alliance on Apr. 26 for their open house membership tea. Door prizes will be awarded several times during the afternoon. All old and new members are urged to attend.

A very fine Associated Press article on the CowBelle Cook Book originated in Henry, Nebr., recently. This publicity has already brought in inquiries from New Jersey, Florida, Texas and Arkansas, reports Mrs. Vernon Jones, chairman of "Beef Cookery" for Nebraska. Other states might try for similar recognition, as of course "Beef Cookery" is still our major source of beef promotion funds. Don't forget these books make wonderful gifts for the new bride, for birthdays or anniversaries. They may be ordered from your own states' Beef Cookery chairman or direct from Mrs. John Guthrie, Porterville, Calif. Price is \$2 apiece, prepaid, with substantial discounts for quantity purchases.

In the Colorado essay contest sponsored by the Mile-Hi CowBelles, 12-year-old Bob Palmer of Englewood has won the first-place \$25 U. S. savings bond. Second and third places went to Paul Valdez of Denver and Billie May Boughton of Larkspur. The win-



ning essays will now be submitted for statewide competition.

Judges were Cecil Hellbusch of Safeway Stores; Lars Prestrud, beef promotion chairman of the Colorado Cattlemen's Association, and Mrs. W. H. Duff, home economist.

The Southwestern CowBelles at a luncheon meeting elected Mrs. Adrian Bradfield, Cahone, Colo., president, succeeding Mrs. Stanley McCabe; Mrs. Mary Wallace, Mancos, first vice-president; Mrs. T. A. Cresto, Cortez, second vice-president; Mrs. Ruth Rogers, Dolores, secretary; Mrs. Walter Everett, Mancos, treasurer, and Mrs. Norman King, Dolores, historian.

Retiring officers were presented with various gifts. The CowBelles also voted to order sticker tape, with the words, "Beef for Father's Day," for use by local stores on meat packages.

The Western Colorado CowBelle Council will be guests of the Southwestern group in August.—Rella E. King, Reporter.

## Father's Day Plan

The Father's Day beef promotion program in Oregon will consist of a "Maverick Monogram" contest which will be a brand identification competition open to the public. Contestants will endeavor to match a list of authentic brand symbols with the written definition of the various brands.

This contest will be carried in the Oregonian and the Oregon Journal and other state papers. Newspapers carrying the ads and entry blanks will publicize this campaign to every retail and wholesale outlet in Oregon and southwestern Washington with stories, pictures and complimentary ads in their retail trade papers.

Home economic departments of the newspapers will work with the CowBelles in preparing stories and recipes designed to promote the consumption of Oregon beef.

News series telling the story of beef from hoof to table will be used.

Coverage will be made by use of all available TV, radio, and newspapers throughout the state.

Prizes will be substantial gift certificates for leather goods.

This contest will start May 6 and end June 1.

All meat purveying groups within the state, as well as the retail grocery associations and supermarkets, have been informed of the contest and of the beef promotion activities throughout the state, and are being very cooperative. This project was conducted last year in Oregon along similar lines and the CowBelles have actual proof from market reports that it was quite successful.—Mrs. Joe Oliver.

## A Beef Booster in Maine Appreciates Beef Cookery Book

To the Editor: Thanks for the copy of Beef Cookery. Chunk beef stew from the book is my choice for supper. After using the recipe, which combines beef and potatoes—our Maine product—I'll use it in my weekly food column

in the Bangor Daily News. The cookbook is not only interesting but useful. In the Producers sent me, Dorothy McDonald's section is excellent. Maine's 50th annual Farm and Home Week is April 1-4 at the University of Maine here in Orono. I am demonstrating use of the oven broiler. Beef, ground for broiling, cubed in kabobs on a skewer, and steak are among the recipes I'll be using.—Mildred Brown Schrumph, Orono, Me.

FATHER'S DAY IS LESS THAN TWO MONTHS AWAY! HOW IS YOUR STATE AND LOCAL PROGRAM SHAPING UP? LET'S MAKE THIS OUR BIG ALL-OUT PROMOTION PROGRAM THIS YEAR!



edly grazing out from the stomp ground over an area that had been similarly grazed over several times, should tend to reduce or eliminate the loss. The periodic spraying for flies may be one solution.—C. D. Clark, Forest Service, Glenwood Springs, Colo.

**BIG PROBLEM**—It is my desire to compliment those of our membership who are willing to contribute of their time and abilities to formulate policies and attend to problems of our mutual concern. I am proud to be associated with those who resist regardless of consequences the welfare state trend that now appears to be irresistible.

The question in my mind is what is to be the fate of one phase of our productive economy, unsupported in a generally supported economy. The answer to this may become another of our problems legislatively for protection against discriminatory consequences, some of which we now experience in operational, processing and distribution costs—to say nothing of tax levies being created thereby. This, together with expanding market outlets, could be our greatest need. I am very much impressed with the results accomplished during the Phoenix convention and believe our undertakings are in capable hands.

This area has been severely affected by the extended drouth. However, we had some rain in February, which no doubt will help vegetation to start growing in the spring. Cattle numbers are very low and may continue that way until there is evidence that grass is going to be available in dependable quantities. Prices have responded to the recent rains, approximately \$2 per cwt locally. No doubt normal moisture would change our situation for the time being more than anything else.—Harrie Winston, Snyder, Tex.

**TOUGH LUCK**—Was on my way to Phoenix to the convention, Jan. 4, when we met with an auto accident and I spent nearly two months in Torrington, Wyo. with a fractured spine. Will have to wear a steel brace for about a year;

however, expect to be at the next convention.—E. A. Booth, Ridgeview, S. D.

**INTEREST CONTINUES**—Please renew our subscription to the PRODUCER to me, as my husband passed away last September. We enjoyed the magazine together and I want to continue my interest in the CowBelles organization. Best wishes to you and your staff in their splendid efforts for the betterment of livestock people and their product.—Mrs. Elmer Swenson, Spanish Fork, Utah.

**OUTLOOK IMPROVED**—We have had some rain and prospects look better than for several years. Cattle prices, especially for stocker cattle, are up, and the demand is strong. The country will need lots of cattle if the rains continue.—Fred Croom, Coleman, Tex.



The Proven "Low-Cost" Automatic Cattle Oiler with adjustable oil flow—releases oil as cattle rub and scratch . . . keeps rope saturated at all times. Giant Rope rubbing element wears like iron. Cattle can't tear it up. No pumps—No Jets—Nothing to clog—No brushes to replace. Priced complete as shown . . . Endorsed by many State Colleges, Experiment Stations. Recommended for use with a new Super Rotenone Concentrate that's safe for use around dairy barns, milk rooms.

**SPECIAL OFFER** Limited Time Only! Rope Wick Oiler and a season's supply—1 qt.—Super Rotenone Concentrate—mixes 1 to 20—with #2 fuel oil . . . Both for only \$23.95 postpaid. Send cash with order, or C.O.D. plus postage. Order NOW.

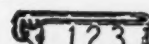
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307 Keeline Bldg. Omaha, Neb.



Complete with set of figures 1 to 10, bottle of ink and full instructions. all for \$5.25, postpaid.

## CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



**EAR TAGS**  
Several kinds to select from. Write for prices.

## NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

**BREEDER'S SUPPLY CO.** COUNCIL BLUFFS IOWA

# SALES

**APR.  
27  
S. D.**

## HEREFORDS WITH QUALITY PLUS PEDIGREE

Selling April 27 at the ranch

### 30 HERD BULL PROSPECTS

Heifers bred to Real Prince Domino 22d and EH Silver Knight 4th.

### 20 BRED HEIFERS

Write for catalog:

**BONES HEREFORD RANCH**

**Parker, S. Dak.**

**APRIL  
30  
S. Dak.**

## UUU Annual Spring Sale—Apr. 30 Gettysburg, S. D.—150 Head Sell

80 coming 2-year-old bulls—all from progeny-tested sires; 20 tried 3, 4, 5-year-old bulls; 30 bred heifers, carrying the service of WHR Lord Vern 22nd; 20 cows with calves at side.

**Triple U Hereford Ranch**

Roy Houck family, owners  
Gettysburg, S. Dak.

**OCT.  
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MONT.**

## ANNUAL RANCH SALE

**October 5, 1957**

**Angus Cattle**

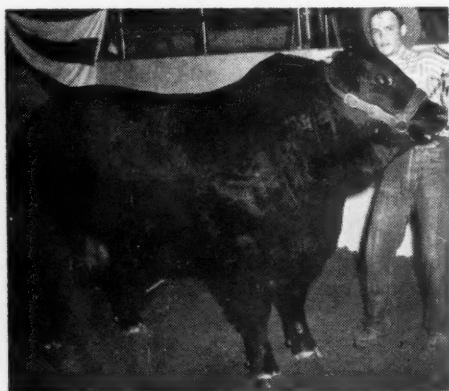
**N BAR RANCH, Grassrange, Mont.**

### EASTERN POLLED HEREFORDS BRING \$625 SALE AVERAGE

The Eastern Polled Hereford Sale last month at Lancaster, Pa. brought in a total of \$27,485 on 44 lots for a \$625 average. Ten bulls averaged \$703; 34 females \$602. The top bull sold for \$1,675; the champion bull for \$1,000. The champion female brought the top price of \$2,500.

### NEVADA BULL SALE DATE SET FOR OCT. 1

The Elko County Fair and Livestock Show in Elko, Nev., has set the dates for its 1957 bull sale. These are: Sept. 30 for grading of bulls and Oct. 1 for the sale of the bulls.



Reserve champion Brangus bull at the recent San Antonio Livestock Exposition. The animal was shown by Raymond Pope, Vinita, Okla.

### POLLED SHORTHORN OFFICERS

Walter H. Larson, Carrington, N. D., was elected president of the American Polled Shorthorn Society last month in Alexandria, La. Wayne Carr of Cincinnati, Ia. is the new vice-president; Miss Emily Krahn, Chicago, was re-elected secretary.

A featured speaker was N. H. Dekle of Plaquemine, La., a vice-president of the American National Cattlemen's Association.

### POLLED SHORTHORNS SELL AT NATIONAL CONGRESS

More than 400 persons attended the National Polled Shorthorn Congress Sale at Alexandria, La., Mar. 12, where 56 consignments from 11 states set an average of \$478 with 35 bulls figuring \$440 and 21 females \$541. The top seller was a heifer which brought \$1,600. Second-high animal, also a heifer, sold at \$1,500, and the top bull brought \$1,000.

### SHORTHORN LASSIES MEET

Four state organizations of the Shorthorn Lassies, ladies' auxiliary of the American Shorthorn Breeders Association, recently held meetings at which they discussed plans for summer activities and promotion of the breed, and elected officers. Among these meetings were an initial gathering of ladies from all parts of Iowa at Des Moines to form an Iowa chapter with both Shorthorn and Polled Shorthorn raisers represented. The other groups that met were Central Illinois, Mississippi and Wisconsin.

### NEW DENVER SHOW RULES

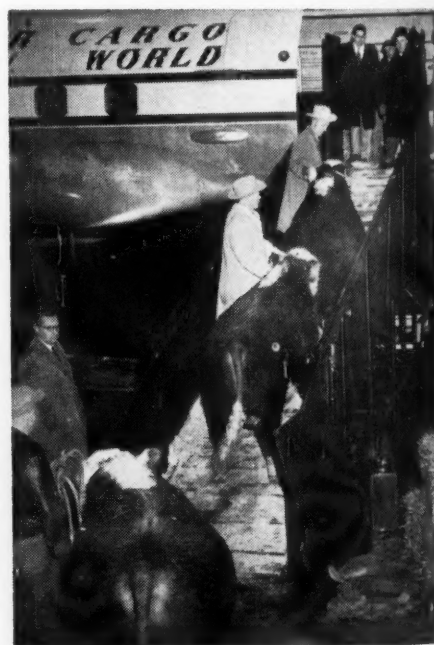
Steer classifications in the junior division of the 1958 National Western Stock Show will be on an age basis instead of by weight as in the past, according to General Manager Willard Simms. All junior steers entered will be mouthed by an authoritative veterinarian who will establish ages by the dentition process now recognized by major cattle breed associations. In a recent meeting, the junior show committee also voted that all calves purchased for the National Western "Catch-It" calf contest next year must grade choice or better.

### BONES AVERAGE \$274

Eighty-eight lots sold for a total of \$24,060, averaging \$274, at the Bones Hereford Ranch range bull and heifer sale last month at Parker, S. D. The top bull went to a Minnesota buyer for \$700 and the top female was taken at \$400 by a Canadian purchaser. The 51 bulls averaged \$301; 37 females \$233.

### SHORTHORN NEWS

Reports from the Arizona National Livestock Show at Phoenix indicate that the reserve grand champion steer, a Shorthorn, graded prime and showed a dressing percentage of 67.92 per cent. The second top carcass came from a Shorthorn which also graded prime and had a 67.73 dressing percentage. This animal was the reserve breed champion at the Phoenix show.



Setting a first in history, 23 Herefords were recently flown to England, via Scotland, for use as seedstock to establish a strain of Polled Herefords. Just 140 years ago, the Kentucky statesman, Henry Clay, imported the first Herefords to the United States from England. (Pan American World Airways photo.)

AMERICAN CATTLE PRODUCER

Secretary son has exp tion Shorth with the ad horns from the secretar of Shorthor for his com

More th the annua horn Con La., Mar ments from age was \$ \$440 and seller, a l ond-high brought were bou \$825.

The new Polled Sho the Alexa organizatio Carrington cinnati, Ia Miss Emily, as secretar mine, La. Louisiana a featured ing.

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Secretary of Defense Charles E. Wilson has expanded his Richland Plantation Shorthorn herd at Norwood, La. with the addition of 21 Polled Shorthorns from an Iowa herd. Last year, the secretary bought almost 200 head of Shorthorns and Polled Shorthorns for his commercial-purebred operation.

\* \* \*

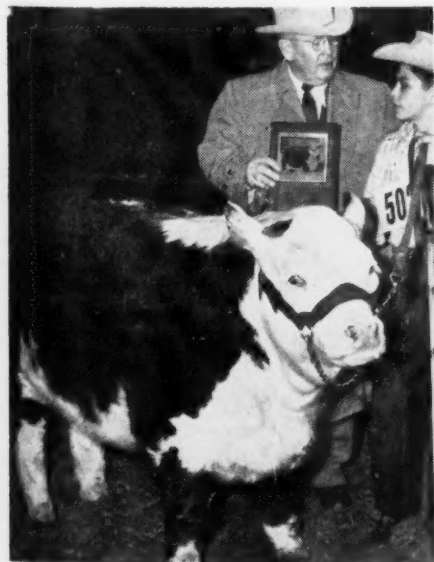
More than 400 persons attended the annual National Polled Shorthorn Congress Sale at Alexandria, La., Mar. 12, which drew consignments from 11 states. The sale average was \$478, with 35 bulls figuring \$440 and 21 females \$541. The top seller, a heifer, brought \$1,600; second-high was another heifer which brought \$1,500. High selling bulls were bought on bids of \$1,000 and \$825.

\* \* \*

The new president of the American Polled Shorthorn Society, elected at the Alexandria, La. meeting of the organization, is Walter H. Larson of Carrington, N. D. Wayne Carr of Cincinnati, Ia. is the new vice-president; Miss Emily Krahn of Chicago remains as secretary. N. H. Dekle of Plaquemine, La., former president of the Louisiana Cattlemen's Association, was a featured speaker of the dinner meeting.

#### CHAROLAISE SALE POSTPONED

The Texas Charollaise & Charollaise-Cross Sales Corporation, which had recently scheduled its spring consignment sale to be held May 18 in San Marcos, Tex., has postponed the event. Announcement of rescheduling of the sale will be made in the near future.



Thirteen-year-old Bobby Sale of Stanton, Tex. receives an award from W. R. Watt, manager of the Southwestern Exposition and Fat Stock Show after the boy's 900-pound Hereford steer was selected grand champion steer. The animal sold at \$7,000; earlier, it had won top honors in the junior show. (American Hereford Association photo.)

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# BULLS

FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
 Meeker, Colo.

## F. E. MESSERSMITH & SONS, Alliance, Nebr.

"Our Herefords build the beef where the highest priced cuts of meat grow."

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

### PERFORMANCE TESTED BULLS AVERAGE \$365 IN OKLA.

A sale of performance tested bulls at Tishomingo, Okla. last month brought a total of \$29,935 on 82 bulls for a \$365 average. The Hereford bulls were topped by a \$1,125 animal, and \$975 was paid for a half interest in one of the other bulls.

### ANGUS PROGRESS TOLD AT NATIONAL CONFERENCE

Michigan State University at East Lansing was the scene of last month's third annual American Aberdeen-Angus Conference, sponsored by the Michigan and American Angus associations in cooperation with the university. Under the title "A Blueprint for Aberdeen-Angus Progress," the event covered subjects of progeny and performance testing, herd type classification, carcass evaluation and dwarfism research. About 275 people attended, from 25 states and Canada.

### HEREFORDS WINS IN LA.

At the LSU Livestock Show in Baton Rouge early in March, a 925-pound Hereford took grand championship honors. The animal was shown by Getty Miller, 16-year-old 4-H Club member from Church Point, La.

### ANGUS STAFFMAN RESIGNS

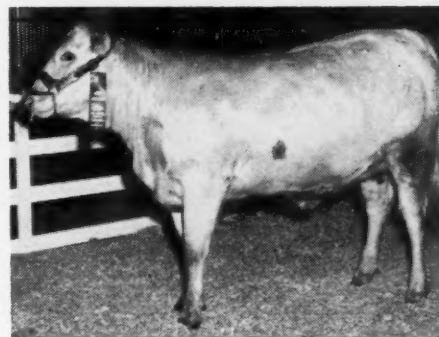
W. M. Barton recently resigned from the staff of the Angus Journal; he will resume his work as consultant and sales advisor in the Southwest for the Angus breed, returning to Tulsa, Okla.

### BRAHMAN BREEDERS MET IN NEW HEADQUARTERS

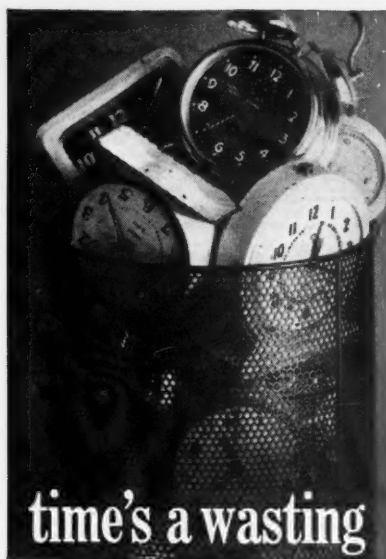
The annual meeting of the American Brahman Breeders Association was held Feb. 22 in Houston, Tex. Unanimously re-elected to office for 1957 were: J. T. White, Hearne, Tex., president; L. S. Harris, Kissimmee, Fla., first vice-president; Santiago V. Perez, Havana, Cuba, second vice-president; Eugenio Ferro, Bogota, Colombia, third vice-president; Cecil K. Boyt, Devers, Tex., treasurer. Members attended the meeting from eight states and two foreign countries.

\* \* \*

The new office building of the ABBA was officially opened on Feb. 21 in connection with the breed organization's annual meeting. The modernistic structure of white Texas limestone is located at 4815 Gulf Freeway, Houston.



Pictured is the champion Charbray female at the 1957 San Antonio Livestock Exposition. She was shown by C. E. Frost, Houston, Tex.



The clocks keep ticking away. We need your dollars to make each minute count in the fight against cancer.

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Send your check to "Cancer" c/o your local Post Office.

**AMERICAN CANCER SOCIETY**

Recreation visits to the national forests added up to 45½ million in 1955; they're expected to go to 66 million by 1962.



for them  
around the world

**April is USO Month**

## Pregnancy Testing Pays Off At Rate of \$7.88 per Cow

The Colorado C&M College (it's now Colorado State College) has pregnancy testing service that can increase the calf crop by 10 per cent and gross income by \$7.88 per cow.

Pregnancy tested cows produced 10 more salable calves per 100 cows wintered than did those not tested, according to Dr. Howard Stonaker, animal husbandman at the college.

Normal calf crop for this herd was 70 per cent; pregnancy testing boosted the figure to 87 and raised gross income by 7.88 for each cow wintered. The main purpose of testing is to eliminate the "free loading" cows and make the herd more efficient.

Cost of testing a herd at the college bull farm is 50 cents to \$1 a head, depending on the number tested. Some veterinarians charge a flat rate of \$100 a day, testing 150 to 200 head.

Best time to test is about two months after the bulls have been taken out or at weaning time.

## New Mexico Cattlemen Burn Cholla Plant for Feed

Cholla—a drouth plant—can be burned and used for livestock feed. O. F. Baca, San Miguel county agent, reports that one Garita, N. M., rancher burns the spined plant on his 32-section ranch and leaves the cactus standing and the cattle eat it on the range, preferring it to old grass. It costs him 14 cents a cow per day for the burning fuel. Another rancher gathers the cholla and the piles are burned. The spineless cholla is then run through an ensilage chopper. Salt is added, no supplement. An A&M animal nutritionist says cholla has 87.2 per cent of the feed value of good well-matured corn silage. The plant is limited to certain areas of the state.

## Beef Consumption per Person Expected to be 81 Pounds

Beef consumption is expected to be about 81 pounds per person this year, as against 84.2 pounds last year, 80.9 pounds in 1955. Total meat consumption was 164.7 pounds in 1956; it may be 6 or 7 pounds less in 1957. . . . We've

frequently heard about the big meat consumption of other countries—Australia, for instance, where it is around 200 pounds—with the inference that we should be able to step up our own meat consumption. But overlooked, says the Iowa Agricultural College, is our big poultry industry which the foreign countries don't have. In 1956 we consumed per person 23.4 pounds chicken, 5.1 pounds turkey, 45.2 pounds eggs, 10.1 pounds fish. If you add to this and the red meat we eat, the milk we drink, figured on a dry weight basis, we would have eaten about 380 pounds per person of animal protein last year.

## Sheep Producers Earmark \$2 Million for Promotion

The American Sheep Producers Council at Denver voted to broaden its promotion with a budget of \$1,153,900 for lamb and \$800,000 for wool during the coming year. The organization is supported by country-wide contributions of 1 cent for each pound of wool sold and 5 cents per cwt. of lamb. G. N. Winder, Denver, was re-elected president, and J. M. (Casey) Jones, secretary. Vice-president is J. H. Lemmon, Lemmon, S. D.

## Booklet Published on Beef Cattle for Breeding

A simply and interestingly written booklet called "Beef Cattle for Breeding Purposes" tells about selection of breed, establishment of a breeding herd, management of the herd and care of animals. The booklet contains a gestation table. It is written by R. T. Clark and A. L. Baker of the USDA Agricultural Research Service. It is for sale by Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. (15 cents).

## Wheat Reserve Grazing In Drouth Regions Extended

The program permitting emergency grazing of soil bank winter wheat acreage reserve land has been extended to Apr. 15 in certain drouth counties of Colorado, Iowa, Kansas, Missouri, Montana, Nebraska, New Mexico, North and South Dakota, Oklahoma, Texas and Utah.



"Snow up to the stirrups" on the Knorr Ranch, Kremmling, Colo., during February 1957. (Story on this on Page 22)

## STAT

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## STATE NOTES

The UTAH senate approved a bill to permit a 10-cent per head checkoff at marketing agencies on beef cattle. Resulting funds would be turned over to the Utah Cattlemen's Association for use in beef promotion.

KANSANS were urged by Governor George Docking to eat more meat. In proclaiming March 10-16 as "Livestock Week," the governor said: "Since research shows meat as being of prime importance as a source of protein and essential in the diet, it is proper that a week be designated to honor the livestock industry."

In COLORADO a bill has been introduced in the house of representatives calling for not more than a 10-cent per head deduction for financing beef promotion.

The CALIFORNIA department of agriculture's marketing research division is studying the effect of federal grading on the pricing of beef at wholesale levels. Present study is limited to the Los Angeles area.

UTAH now has a law to permit licensed slaughter houses to slaughter meat animals for customers owning animals without inspection provided the meat is stamped "not to be sold."

OKLAHOMA has recently appropriated \$100,000 for inspection of meat products. A bill has been introduced in the Kansas legislature for inspection of meat at the expense of the state.

SOUTHERN STATES are appealing for congressional help in combatting the fire ant menace (which destroys crops, small livestock and poultry and

even bites humans). The insect first appeared 24 years ago at Mobile, Ala., having arrived on a South American ship. It has since spread north into about 10 states.

Mono County cattlemen have asked the CALIFORNIA department of agriculture for designation as a brucellosis control area under recently adopted state regulations. Similar petitions are expected also from Marin, Modoc, Del Norte and Alpine counties. If approved, testing can be made without charge to the individual.

### Calves Without Weight Gain Do Not Lose Efficiency

USDA booklet "Delayed Growth of Beef Cattle," Technical Bulletin No. 1159, says in its summary: "It is concluded that calves can be maintained without weight gain on rations that meet their nutritional needs, except their needs for energy, from three to six months of age or from four to eight months of age without later loss in efficiency of feed utilization, quality of meat, or proportion of lean meat as compared with fat and bone in the carcass. These conclusions are similar to those reached earlier with cattle on maintenance rations from six to 12 months of age. The animals' potential for rapid growth is not diminished so far as could be observed even by caloric allowances below those required to maintain weight."

### New Foot-and-Mouth Outbreak in Western Hemisphere

The first outbreak of foot-and-mouth disease in a previously noninfected Western Hemisphere area since the 1954 outbreak in Mexico has been reported in Curacao, Netherlands West Indies.

## IDAHO ASSOCIATIONS PAY REWARD



Rewards of \$1,000 were paid by the Idaho Cattlemen's Association and the Elmore Cattle Association for information in a cattle theft. Shown are (l. to r.) Milford Vaught, president of the Idaho group; John Sellman, Glenns Ferry, Ida., recipient of \$100; Mrs. Fay Pruett, Glenns Ferry who got \$900 of the reward, and Roy Mink, head of the Elmore group, presenting the checks.

## Washington State College Sets Third Beef Cattle Day

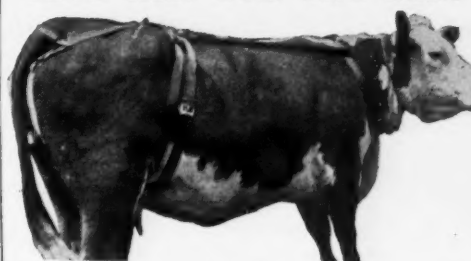
To be reported on at Washington State College's beef cattle day, Apr. 28: Stilbestrol (by Dr. Wise Burroughs, Iowa State College, where work was started leading to the widespread use of the synthetic hormone today); energy values of forage; fattening on irrigated pasture; roughage in fattening; feeding animal fats; vitamin A storage, and white muscle disease.

## ARIZONA GUEST RANCH

Luxurious Guest Ranch—beautiful setting and ideal climate. Will sell or trade for good stocks, bonds, or real estate in Texas. Complete details upon request. Box 7206, Corpus Christi, Texas.

For Sale Livestock Ranch—Located 30 miles south of Miles City, Mont., on U. S. Highway 212. Total acreage 45,000, 30,000 deeded, 15,000 leased, with 200 acres meadow. Fully equipped and improved and will run 1,400 head of cows. For details write owner: W. W. Grieve, c/o Broadus Stage, Miles City, Mont.

## Be Prepared to Save That Cow and Calf!



### Storz Cow Womb Support

provides an effective and humane means of holding the womb in position following inversion.

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## Personal Mention

**Bernadine Stecklein**, secretary the past six years to the American National's executive secretary **Rad Hall** at Denver, left her position in late March to be with her family in the western part of Colorado because of her mother's illness there. This loyal and popular staff member had become well known to delegates registering for the National conventions the past several years.

**A. D. Brownfield**, prominent cattleman of Deming, N. M., and former president of the American National, has received the Interior Department's conservation award for outstanding service and leadership in conservation of the federal range. The award was presented to him during the annual meeting of the National Advisory Board Council for Grazing in Washington, D. C.

**Floyd Iverson**, assistant regional forester in the intermountain region of the Forest Service at Ogden, Utah since 1955, has been named regional forester there. He succeeds **Chester J. Olsen**, retiring after 37 years with the service. Mr. Iverson's position as head of range and wildlife management will be filled by **William D. Hurst**, assistant chief of the division of range management in Washington, D. C. since 1955.

**Hughes McKinney** has joined the staff of the Arizona Cattle Growers Association. He is a native of the state, son of Charles McKinney, well-known cattleman there, University of Arizona graduate in animal husbandry and an air force veteran.

**Tom Arnold** of Valentine, Nebr.,

chairman of the American National Cattlemen's committee on livestock sanitation, was named chairman of the National Brucellosis Committee when that group met Feb. 14 at Chicago.

**Sam E. Defler**, supervisor of Gunnison National Forest in Colorado, is being promoted to supervisor of Payette National Forest, one of the largest in the country, with headquarters at McCall, Ida.

**Kenneth McCoy** of Natchitoches, La., an American National Junior, was singled out as outstanding F.F.A. boy having done the most for livestock production in the previous year. He was awarded the honor during the LSU Livestock Show last month.

**J. F. Short**, director of agriculture in Oregon, has resigned his post to become a broker specializing in the sale of livestock ranches in the western states. Mr. Short was a rancher at Redmond before assuming the state job in late 1954.

The Union Pacific has announced the appointment of **Calvin H. Crandall**, formerly of Weiser, Ida., as agriculture agent at Portland, Ore. His territory will include Washington, northern Idaho and Oregon east of Huntington. He succeeds **Leo J. Wagner**.

**Sam Hyatt**, Hyattville, Wyo., former president of the American National, has been nominated as a candidate for director of the U. S. Chamber of Commerce. His district would be composed of Montana, Colorado, Wyoming, New Mexico, Arizona, Utah and Idaho. If elected, he would succeed another National president, **William Wright** of Deeth, Nev., who is ineligible to succeed himself.



Apr. 13-17—11th Grand National Junior Livestock Exposition, San Francisco.

May 6-8—Oregon Cattlemen's convention, Eugene.

May 9-11—Washington Cattlemen's convention, Wenatchee.

May 12-14—Idaho Cattlemen's convention, Lewiston.

May 17-18—Sandhills Cattle Association convention, Gordon, Nebr.

May 23-25—Montana Stockgrowers' convention, Butte.

June 3-5—66th South Dakota Stock Growers' convention, Pierre.

June 6-8—85th Wyoming Stock Growers' convention, Lander.

June 6-8—Colorado Cattlemen's meeting, Glenwood Springs.

June 10-12—North Dakota Stockmen's convention, Dickinson.

June 13-14—Nebraska Stock Growers' 68th convention, Alliance.

June 13-15—Private Motor Carriers' meeting, Atlantic City.

June 20-22—American National Livestock Auction Association meeting, Excelsior Springs, Mo.

July 21-22—National Livestock Brand Conference, Cheyenne, Wyo.

## WHOLESALE DRESSED MEATS

	(Chicago)	Mar. 26, 1957	Mar. 27, 1956
Beef, Prime	.....	\$38.00-41.00	\$35.50-38.50
Beef, Choice	.....	35.00-38.00	31.50-34.00
Beef, Good	.....	32.50-35.00	27.00-29.50
Beef, Std.	.....	29.00-32.50	25.00-27.50*
Veal, Prime	.....	44.00-47.00	40.00-42.00
Veal, Choice	.....	41.00-44.00	35.00-38.00
Veal, Good	.....	31.00-41.00	26.00-35.00
Lamb, Choice	.....	45.50-50.50	35.00-40.00
Lamb, Good	.....	43.00-48.00	34.00-37.00
Pork, Loin 8-12#	.....	41.00-44.00	37.00-40.00

(\* Comm. in 1956)

## COLD STORAGE HOLDINGS

	(Thousands of pounds)	Feb. 1957	Jan. 1957	Feb. 1956	5-Yr. Avg.
Frozen Beef	.....	192,983	213,182	187,245	203,527
Cured Beef	.....	13,550	15,519	9,073	9,274
Total Pork	.....	257,237	225,289	417,313	436,350
Lamb, Mutton	.....	8,817	9,715	10,060	13,070

## FEDERALLY INSP. SLAUGHTER

	(In Thousands)	Cattle	Calves	Hogs	Sheep
Feb. 1957	.....	1,488	550	4,985	1,091
Feb. 1956	.....	1,484	586	4,922	1,163
2 mos. '57	.....	3,339	1,206	10,639	2,424
2 mos. '56	.....	3,180	1,188	12,628	2,492

## CHICAGO LIVESTOCK PRICES

	Mar. 25, 1957	Mar. 26, 1956
Steers, Prime	.....\$23.50-26.50	\$21.00-25.50
Steers, Choice	.....21.00-24.25	18.25-22.50
Steers, Good	.....18.50-21.00	15.75-19.00
Steers, Std.	.....16.50-18.50	
Cows, Comm.	.....14.00-15.00	12.75-13.75
Vealers, Gd.-Ch.	.....23.00-28.00	23.00-26.00*
Vealers, Std.	.....15.00-23.00	15.00-23.00**
Calves, Gd.-Ch.	.....17.00-23.00	17.00-22.00*
Calves, Std.	.....14.00-17.00	13.00-17.00**
F. & S. Steers (3/21)		
Gd. Ch.	.....18.25-23.50	
Cm.-Md.	.....14.00-18.50	
Hogs (180-240#)	.....17.25-18.50	13.75-14.75
Lambs, Gd.-Ch.	.....23.00-24.25	18.50-19.75
Ewes, Gd.-Ch.	.....8.00-11.00	7.00- 9.00

(\* Ch.-Pr. in 1956)

(\*\* Cm.-Gd. in 1956)

## COVER PICTURE

The cover shot is from a frame taken out of the Union Pacific film, Cattle Country. (Authenticated News photo.)

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